Millward Brown appoints Customer Insights

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Millward Brown appoints Customer Insights as Vietnamese licensee
Naperville, IL, USA.? 13 July 2005.? Millward Brown has appointed leading Vietnamese market research company, Customer Insights (CI) as its licensee in Vietnam, further expanding Millward Brownâ€™s presence in the Asia Pacific region. Based in Ho Chi Minh City (Saigon) and with field offices in Ha Noi, Da Nang, Nha Trang, Can Tho and Hai Phong, Customer Insights was established in 2003 and has rapidly grown to become one of the leading providers of research based consulting to brand marketers in Vietnam.

Commenting on the appointment, Chaniya (â€œAppleâ€•) Nakalugshana, Managing Director of Millward Brown Thailand, said: â€œMillward Brown has been working with clients in Vietnam for some time and these clients will benefit greatly from our increased presence there.? Likewise, clients of Customer Insights will now have access to Millward Brownâ€™s tools and knowledge capital.â€•? Continued Apple: â€œOver the last 18 months we have been working with Customer Insightsâ€™ nation fieldwork team, so our license agreement is a great evolution in our partnership with themâ€•.
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Richard Burrage, Director of Customer Insights added: â€œWe can now combine our local insights with Millward Brownâ€™s unrivalled knowledge in understanding brands and their communications. Our clients can now expect the best of local insight combined with world class practice.â€•
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About Millward Brown:
Millward Brown (http://www.millwardbrown.com/), one of the worldâ€™s top 10 marketing research organisations, is recognised as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques â€“ both qualitative and quantitative â€“ Millward Brown helps clients build strong brands and services.? Millward Brown has more than 70 offices in 42 countries.? Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximise the returns on their brand and marketing investments), Millward Brown Precis (a global PR measurement practice),Dynamic Logic (an online research firm specialising in measuring advertising and marketing effectiveness), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.
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About Customer Insights:
Customer Insights (CI) http://www.customerinsights.com/ is a Vietnamese marketing and research company based in Ho Chi Minh City (Saigon), and promises its clients â€œto assist to develop and build leading brands in Vietnam using insights which will shape marketing, advertising and brand strategies.â€• The company was established in 2003 and has rapidly grown to become one of the leading providers of research based consulting to brand marketers in Vietnam. CI offers both quantitative and qualitative marketing research based consultancy and has national fieldwork coverage (centred out of HCMC, Hanoi, Danang, Nha Trang, Can Tho, Hai Phong).