Millward Brown Voted Creme De La Creme For New Multimedia Research Solution

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Millward Brown has received a prestigious WPP award for their innovative new solution, Link360â„¢.

Link360 is a copy optimization approach that addresses the needs of advertisers in a world that requires integrated marketing communications; it is both global in application and highly cost effective. The result of nine months research and development around the Millward Brown network, it was created following consultation with advertisers and agencies.

Eileen Campbell, Millward Brown CEO said:

â€œWe wanted to make a fundamental change in our business to reflect the fact that marketing campaigns are increasingly truly integrated and not just about TV anymore. Using either finished or prototype executions, Link360 provides feedback on core areas of performance by looking at both the campaign as a whole, and the contribution of individual touch points within it.â€•

â€œSince the launch of Link360 we have had an overwhelmingly positive response from clients, creative and media agencies alike. We are honored to see our work recognized by this special award for creativity."

The award was made as part of the WPPED Cream awards 2007, the inaugural awards ceremony designed to identify the most creative work from across the WPP Group. The ceremony was held at the Museum of Modern Art in New York. Tim Kelsall and Helen Fearn, lead members of the development team, were the recipients of the award on behalf of the wider Millward Brown team.