Millward Brown Expands Across Africa - Scangroup Enters Into Market Research

Contributed by Millward Brown
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New York, New York, October 17, 2007. Millward Brown, a global leader and recognised authority in brand, media and communications research today announces its expansion across Africa through a joint venture with Scangroup.

Scangroup is one of the leading marketing services companies in Africa; their portfolio includes advertising, media planning and buying, consultancy, PR and experiential marketing.

The joint venture, which will be called Millward Brown East Africa Ltd, will be majority owned by Millward Brown and comes into effect from the beginning of January 2008. Initially it will cover East Africa including Uganda, Tanzania and Kenya, where the headquarters will be based; the current Millward Brown Kenya office will be merged into this new operation. Later in 2008 the operation will extend to West Africa from a base in Lagos, Nigeria.

Millward Brownâ€™s Charles Foster said: â€œWe already have a very successful operation in South Africa, from which we work with clients across Africa. In recent times we have seen a significant growth in our work. Our partnership with Scangroup is a natural progression that will allow us to better serve our clients across the continent by offering a range of bespoke services and on the ground local expertise across all regions in Africa. We are thrilled that our partner in this expansion is one of Africaâ€™s leading marketing services companies.â€•

CEO of Scangroup, Bharat Thakrar said: â€œCountries across Africa are enjoying a period of economic growth, with many multinational companies expanding their operations in Africa. The increased opportunities that this offers for marketers are very exciting. We have said in the past that we were keen to partner with a leading market research provider in order to complement our existing services and this is the culmination of that plan. We are absolutely delighted to have entered into this joint venture with Millward Brown.â€•