A New Force in Marketing Research in Taiwan

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On January 1st, 2008 key staff of long established independent marketing research company Opinion Research Taiwan joined Millward Brown, to form one of the largest custom research companies in Taiwan.

The move brings together the local skills of Opinion Research Taiwan with the expertise and proprietary solutions of Millward Brown, a global leader in brand, media and communications research, Opinion Research Taiwan has led the ad-hoc research market in Taiwan since 1994, while Millward Brown has been conducting research in Taiwan for over 10 years.

Commenting on the move, Kevin Meyer, Managing Director of the expanded Millward Brown company said: â€œI first came across Millward Brown in 1997 when I was a Group Account Director at JWT. I was impressed with the sophistication of their researchers and solutions. The insights and actionable recommendations they provided far surpassed those of other companies in helping my clients build winning brands. Like the rest of the staff from ORT, I am hugely excited to now be part of this top-notch group and to have access to unrivalled databases and the marketing research industryâ€™s best knowledge management system.. By combining the local marketing knowledge ORT has built up through years of customized research with Millward Brownâ€™s global support and approaches, we can now offer clients full-service research solutions, both qualitative and quantitative, to tackle the simplest to the most difficult marketing issues.â€•

Added Adrian Gonzalez, Head of Millward Brown in China and Chief Operating Officer Africa and Asia Pacific: â€œWe are delighted to welcome Kevin to our leadership team in Taiwan. His local expertise will allow us to fine tune our offer to better help local Taiwanese clients optimize their marketing budgets, particularly those in the pharmaceutical/healthcare, technology and automotive businessesâ€•.

Millward Brown Taiwan forms part of Millward Brownâ€™s business in Greater China. With offices in Taipei, Hong Kong, Beijing, Shanghai and Guangzhou, the company has a powerful presence in the region. It provides both qualitative and quantitative research solutions, the former through its specialist practice Millward Brown Firefly that operates in Taiwan and across Asia Pacific. Millward Brown Taiwan has five specialized account teams focused on health care/ pharmaceuticals, automotive/IT, financial services, FMCG and qualitative research. The teams are headed by some of the most experienced researchers in Taiwan In addition, the company has its own in-house fieldwork, data processing, and QC as well as a very large field force.