GfK NOP launches dedicated Media Insight division

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Growing demand for fact-based consultancy results in expansion for GfK NOP Media

GfK NOP this week launched its new Media Insight division at a high profile client event that attracted keen interest from all the major UK broadcasters, as well as several of the larger Independent production companies and leading consultancies such as PWC and CapGemini.

The Media Insight division, headed by Julia Lamaison, has been launched in direct response to the market need for in-depth interpretation and insight from research data. The division will add immense value to GfK NOP Mediaâ€™s research activities by identifying wider applications for our expertise, providing actionable insights from our research findings, drawing pragmatic conclusions and presenting clients with strategic recommendations on actions to be taken.

That GfK NOP Media has correctly gauged the market need for this type of consultative service was evident from the quality of the audience. As well as representation from corporate media organisations such as BBC, ITV, S4C and BT Vision, there was a substantial showing from the independent producers including representation from Shine, Mentorn, All3media, Shed Media, DCD Media and Celador.

Lamaison commented, â€œWe are finding that clients often require an externally focused approach that can provide strategic analysis, bringing in information from a number of different sources. Our aim is to make it easy for our clients to turn research into business actions and guarantee that they get the most out of their investment. By ensuring that our clients receive real insight and understanding from research, with actionable plans and strategies, we can really help move their business forward.â€•

Before joining GfK NOP Media, Lamaison was MD of media consultancy Magentum, and has many years of client-side experience gained at the BBC, ITV and Granada. She is based in GfK NOPâ€™s London headquarters and can be contacted via Julia.lamaison@gfk.com.