Millward Brown Announces Strategic Partnership With Brand Analytics

Contributed by Millward Brown
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Brand Analytics, Brazilâ€™s leading brand valuation consultancy

Global market research and consulting firm Millward Brown announces a strategic partnership between Millward Brown Optimor, its strategic consulting unit dedicated to maximizing the financial returns from brand strategy and marketing investment, and Brazilian brand consultancy Brand Analytics.

Brand Analytics is the leading brand valuation and brand strategy consultancy in Brazil. The firm provides quantitative support for brand positioning, brand architecture, and brand strategy implementation. Like Millward Brown Optimor, Brand Analytics focuses on linking brand metrics to financials in order to maximize shareholder value creation through brand management.

Commenting on the partnership, Joanna Seddon, CEO of Millward Brown Optimor, said: â€œBrand Analytics and Millward Brown Optimor are a natural fit. Our partnership results in a unique offer for the Brazilian market that combines Millward Brown Optimorâ€™s global resources and experience with Brand Analyticsâ€™ unrivalled understanding of the Brazilian market She added: â€œWe are delighted to work with the Brand Analytics team on local and global projects.â€•

Eduardo Tomiya, CEO of Brand Analytics, said: â€œTogether, Brand Analytics and Millward Brown Optimor have many decades of experience in brand valuation, brand strategy and marketing ROI. Our partnership will generate momentum for brand consulting in Brazil and throughout Latin Americaâ€• He added: â€œWe look forward to working together to maximize our clientsâ€™ financial returns on brand and marketing investments."