Millward Brown Announces New Licensee in Israel

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Millward Brown, a global leader in brand, media and communications research, today announces a strategic partnership with Shiluv research group, further strengthening their presence in the Middle East.

Founded in 1976, Shiluv, is one of the largest research companies in Israel. A full-service agency, Shiluv works for many leading local and multinational companies.

Commenting on the appointment, Petra Prusova, Development Director of Millward Brown Central and Eastern Europe said: â€œMillward Brown has been working with international companies operating in Israel for many years and we are delighted to be able to offer our clients the additional expertise of a local firm. Shiluv are a great partner for us as they are a leading provider of qualitative and quantitative research solutions for many well-known brands, both globally and in Israel.â€•

Israel Oleinik, Managing Director and owner of Shiluv said: â€œBy joining Millward Brownâ€™s global network we can now combine our deep understanding of the Israeli market with Millward Brownâ€™s unrivalled knowledge in understanding brands and communications. As a result of this, our clients can expect the best local insight combined with world-class practiceâ€•

Starting immediately, Shiluv will offer a wide range of established Millward Brown solutions in Israel on an exclusive basis.