GfK NOP Chooses Band & Brown For PR Brief

Contributed by GFK NOP
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GfK NOP has appointed Band & Brown Communications to promote its position as a leader in market research, analysis and insight.

Part of Cossette Communications Group, Band & Brownâ€™s remit is to promote GfK NOPâ€™s expertise in core sectors â€“ consumer trends, financial services, technology and business â€“ as well as supporting other ongoing marketing activity across all areas of the business.

PR activity will focus on enhancing GfK NOPâ€™s reputation as an international research authority and commentator on key business trends.

Richard Jameson, Managing Director of GfK NOP:
â€œOur aim is to strengthen our communications across all sectors and we believe Band & Brown is the right partner to help us achieve this goal. We look forward to working with the team to reinforce our position as an organisation at the cutting edge of market insight.â€•

Commenting on the appointment, Valerie Weisenreder, Head of Business, Band & Brown Communications said:
â€œGfK NOP delivers quality research and insight across all market sectors and has some of the most informed experts in their respective sectors which gives us a fantastic platform to engage them in pressing business debates in the online and traditional media. We are delighted to have been selected to work with one of the most respected market research agencies.â€•

Band & Brown won the account following a four-way competitive pitch.

26th March 2010