Millward Brown Announces Launch of Demand and Activation Framework

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Leading global brand, media and communications research agency Millward Brown has launched D&Aâ„¢, a new framework to help marketers better understand the complexities of the consumer journey to purchase. The new solution quantifies the contribution to sales of those factors that create demand for a category and brand, as well as those that activate final choice.

D&A studies combine up-front qualitative research designed to identify the key demand and activation drivers for an individual brand and category with customizable quantitative research that identifies the importance of specific demand or brand-building activities and sales activation activities. Using D&A, Millward Brown helps marketers understand where to communicate most effectively with their target audience, what messages will be most compelling to that audience, and what activities will secure the sale when they engage in the purchasing process.

Commenting on the introduction of the company's D&A framework, Bob Meyers global CEO of Millward Brown, said, â€œHaving watched so many of our clients agonize over where to allocate their budgets â€“ particularly the delicate balancing act between sales and marketing â€“ we've been actively searching for how we could help. Our experience in monitoring brand performance led us to understand the need for both great brand building activity and superior sales activation approaches.â€• Eileen Campbell, president, global development, Millward Brown, said, â€œOur innovative D&A solution has been designed as a flexible framework to help marketers truly understand how their brands work, which communications channels will work hardest for them, and to provide guidance on how best to allocate their budgets. D&A is capable of answering a whole range of marketing questions from how well a marketer is doing in building desire for their brand to their ability to capitalize on that demand when the consumer makes the ultimate choice."

D&A is currently being rolled out and will be available globally by the beginning of 2006. The framework is designed to be used as a stand-alone tool, or it can be coupled with one of Millward Brownâ€™s growing suite of dynamic in-market tracking tools to monitor future success.

Millward Brown (http://www.millwardbrown.com/), one of the worldâ€™s top 10 marketing research organizations, is recognized as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques â€“ both qualitative and quantitative â€“ Millward Brown helps clients build strong brands and services. Millward Brown has more than 70 offices in 42 countries. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximize the returns on their brand and marketing investments), Dynamic Logic (an online research firm specializing in measuring advertising and marketing effectiveness), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.