Millward Brown Launches Brand Investment Practice

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MILLWARD BROWN LAUNCHES BRAND INVESTMENT PRACTICE IN ASIA PACIFIC
And Appoints Regional Director

Singapore, 2 November 2005.? Leading global market research agency Millward Brown has launched its global brand consulting practice in Asia Pacific. The practice, Millward Brown Optimor, specializes in helping clients maximize the financial returns on brand and marketing investments.

Yixin Zhang has been appointed to the position of Director of Millward Brown Optimor to lead the initiative in Asia Pacific. Yixin will be based in Beijing and will report directly to Executive Vice President, Joanna Seddon, who heads up Millward Brown Optimor from New York.

Commenting on the development, Seddon said: â€œWe are pleased to extend Millward Brown Optimor's offer to Asia Pacific where clients will benefit from Yixin's business and brand consulting expertise. Yixin's extensive knowledge of Chinese and Western markets put her in the perfect position to drive this business unit forward.â€•?

â€œAlthough brand strategy and marketing ROI are new concepts in Asia Pacific, top managers in the region are keen to adopt innovative ideas and methodologies," said Yixin. "I am excited by the opportunity to help Asia Pacific's leading companies leapfrog development stages in marketing and brand management. I look forward to working with the Millward Brown team in helping clients transition successfully from national and regional brands into global brands."

Yixin brings with her ten years of commercial and consulting experience in China and the United States. Prior to joining Millward Brown Optimor, Yixin was a Senior Consultant at a marketing consulting agency in China, where she provided brand assessment and brand strategy solutions for clients in the technology, telecommunication and financial services industries. Earlier in her career, Yixin held consulting and project management positions at Chevron Energy Solutions, PA Consulting Group and Arthur D. Little where she advised clients in various industries including energy, aviation and utilities.

In her role as Director, Yixin will help Millward Brown Optimor's clients in Asia Pacific maximize their returns on brand and marketing investments and take full advantage of their brand's potential for value creation.? Yixin will draw on her consulting background and experience to offer actionable recommendations on brand and marketing strategy, brand valuation, brand portfolio management, brand architecture, brand positioning and ROI measurement.

Yixin holds an M.B.A. from the Moore School of Business at the University of South Carolina and a Bachelor of Economics from the University of International Business and Economics in Beijing.

Millward Brown Optimor complements Millward Brown's measurement capabilities by providing high-level portfolio strategy, brand valuation and analytics, marketing investment planning and ROI measurement.