BDRC Group Acquires ESA Market Research Ltd

Contributed by BDRC
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BDRC Group has acquired retail specialist ESA Market Research Ltd. The acquisition will lift the annual turnover of the BDRC Group to more than Â£20m.

ESA specialises in driving customer experience improvement for clients through combining an understanding of the in-store marketing environment, customer feedback and client operational excellence. Clients include amazon.co.uk, Booker, B&Q, The Co-operative Group, Iceland, Mecca, Next, Rank Group and Sainsburyâ€™s.

ESA operates a panel of over 10,000 auditors, interviewers and mystery shoppers as well as a CATI unit.

Dr Cris Tarrant, CEO of the BDRC Group, says:
â€œThrough this acquisition we are continuing our strategy of investment to provide our clients with a world class suite of research tools and techniques. ESA is a great fit with our existing businesses and we are confident that we can introduce their services to our clients and vice versa.â€•

As part of the deal, Adam Donaldson, ESAâ€™s CEO, retains his position at the company along with all 35 members of the team who will remain in the ESA St Albans office. BDRC Groupâ€™s Chairman Ivor Stocker is to become Chairman of ESA. He will be joined on the ESA Board by Cris Tarrant and Richard Sheldrake, Managing Director of Perspective Research Services.

Adam Donaldson, CEO of ESA, says:
â€œThis is a fantastic opportunity for our clients as it combines the market leading expertise of ESA in tracking in-store marketing activity and customer experience measurement with the recognised leadership of BDRC Group in analytics and consulting. Together we will give clients the unique opportunity to enjoy a significant improvement in both the experience and the spend of their customers.â€•

London, 21st May 2012