# David Brennan Joins Nepa

Contributed by Nepa UK
Wednesday, 30 October 2013
Last Updated Wednesday, 30 October 2013

British media guru joins Nepa as Shareholder and Partner to coincide with the launch of new innovative approach to Programme Concept Testing. David Brennan, a true media guru with over 30 years of experience in media research, marketing and strategy, joins Nepa as a partner.

Davidâ€™s previous experience includes Controller of Audience Planning at ITV, Founder of MediaNative and Research & Strategy Director at Thinkbox; the marketing body for commercial TV in the UK, carrying out some of the worlds most advanced TV research. David is also a well-known published author and speaker. Simultaneously, Nepa launches Programme Concept Testing â€“ a product for evaluating TV programme concepts at an early stage based on an innovative and proven methodology. The product enables the programming department to make more well informed decisions at the commissioning stage and the marketing department to optimize the communications strategy for each new concept. David Brennan has previously developed and executed a series of Programme Concept Testing projects in the UK and Australia based on F2F interviews and it has now been adopted for online research. During the last six months, Nepa has carried out a series of pilot projects for clients such as MTG Sweden, TV2 Denmark and UKTV UK and is now ready to launch the product to the market. â€•I looked for a company with the ability to adopt Programme Concept Testing for online for some time. I was very happy with finding the guys at Nepa â€“ with their expertise in media, innovative spirit and high quality standards they were the perfect match for me. I am happy to join Nepa as a partner, the research industry is rapidly changing and I strongly believe in Nepaâ€™s concept of innovative, actionable and efficient research.â€• - David Brennan UK Managing Director, Johnny Caldwell said â€œIâ€™ve always liked to keep good company and this is certainly one of those occasions. David is a renowned Media ambassador, with many years at the top of his game. Extremely knowledgeable and forward thinking, his contribution to Nepaâ€™s further success will be invaluable.â€•

For more information regarding this article please visit: www.nepaglobal.com

Follow Market Research World on Twitter or join in the conversation with our LinkedIn Group