

Millward Brown Agrees To Acquire Romanian Market Research Firm Daedalus

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Millward Brown, a global leader in brand, media and communications research, today announced it has signed an agreement to acquire 100 percent of its Romanian partner, Daedalus Consulting S.R.L. and its wholly owned subsidiary Visionwise Consulting S.R.L. (â€œDAEDALUSâ€•).Â With this acquisition, Millward Brown will have increased access to long-term growth opportunities in Romania and will have a direct presence in all major Central/Eastern European markets, including Russia, Poland, Hungary and Czech Republic.

Since its formation in 1996 by Daniel Enescu and Dragos Enescu, DAEDALUS has grown to become one of the largest market research companies in Romania and the largest fieldwork centre in the country. The company has been a Millward Brown network member for nine years and employs approximately 110 people, providing brand and communications research for both multinational and local brands.

Founder, Daniel Enescu will continue to be instrumental in the future success of Millward Brown Romania in his position of Chairman of the Board, responsible for managing and further developing other market opportunities. Daniela Lazar, Managing Director, retains her leadership role of the business, reporting into Jean-Michel Janoueix, Regional Managing Director for Millward Brown in Central/Eastern Europe and the Nordics.Â â€œRomania is an important market in Central/Eastern Europe,â€ said Janoueix. â€œOur talented team in Romania is driving marketing best practice in the country today and will help Millward Brownâ€™s international clients grow their business in the region. The integration of Daedalus within Millward Brownâ€™s organization will accelerate knowledge sharing across all teams and markets in the region for the benefit of our clients.â€

Enescu said â€œDaedalus and Millward Brown have always had in common a very important value: striving for excellence. Daedalus has been always perceived as best-in-class provider in Romania, while Millward Brown is well-known for its ability to provide powerful insights that help clients grow their brands globally. We shall combine the local expertise with the global knowledge to generate even more value to our clientsâ€.

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