

Northstar Research Partners commissioned by Volvo to undertake brand health study

Contributed by Northstar Research Partners
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Northstar Research Partners, a customer insight consultancy with offices in London, the US and Canada, today announces it has been appointed by Volvo Cars to spearhead a global advertising and brand-tracking programme.

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The study, a competitive bid between five agencies, covers markets in EMEA, Asia and the Americas, will provide ongoing assessment and guidance of Volvo's advertising effectiveness and brand health among its target customers.

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Carl Hensen, Senior Market Research Manager at Volvo Cars, said:

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“We are delighted to appoint Northstar to continue helping us with our brand and advertising tracking. In their proposal they demonstrated a fantastic understanding of our needs and they were able to come up with a very innovative approach to our methodology which will help us to build and strengthen our future strategies in a very cost effective way.”