

London insight agency drives international growth under new kubi kalloo brand

Contributed by kubi kalloo
 Tuesday, 23 June 2015
 Last Updated Tuesday, 23 June 2015

Just two years after opening its doors in the UK, research, planning and insight agency ruby cha cha (UK) Ltd has announced it is rebranding as part of its strategy for continued global and sector expansion. The new agency has also marked its change of name to kubi kalloo by moving into new offices in London's trendy Shoreditch.

In the two years since it opened in the UK, the agency has doubled in size, and added new international business and major new clients including Estee Lauder, Telefonica, Coca-Cola, PepsiCo, Visit England, Visit Scotland and Visit Wales to its portfolio. Its existing global client base has already included names like Kellogg's, Deloitte and Kimberly Clark.

kubi kalloo CEO Kristin Hickey says the rebrand, which was prompted by the expiry of the license for its former name from its Australian partner agency, marks the start of the next stage in the company's growth.

"We are entering a fresh and exciting phase. We have already gone from being a small start-up to an insight agency that has worked across over 40 markets worldwide. We are actively adding to our network of kubi kalloo-accredited partners in 35 markets around the world, including some of the best online and mobile data collection agencies, ethnographers, qualitative moderators, online scripters and technology partners.

We will also be continuing to add new research methodologies and strategies to be deployed not only for the benefit of our traditional FMCG clients but also those we are acquiring in new sectors, including luxury goods, technology and home furnishings."

Hickey, together with a core leadership team including Hetta Bramley, Director of Insights & Planning and General Manager Suzi Uprichard will continue to lead the development of the agency.

"One thing that will not be changing with the new brand will be kubi kalloo's commitment to helping clients provoke constructive change, both with consumer behavior, but also within their organisations," explains Bramley.

"That's not change for change's sake, but clients value our thought provoking and sometimes challenging approach and that makes a difference. We don't believe our role is to be 'yes men'. We can serve our clients best by giving them an honest approach based on sound research and insights."

Hickey says the agency's point of differentiation will continue to be its ability to combine conventional research agency expertise, including quant and qual, with strategic planning and management consultancy experience. This, she says, enables it to offer a more commercially actionable service to clients.

"The name may be new but we have been working for some time on how this rebrand can be used to inject fresh thinking and smarter solutions into the global insights industry."

kubi kalloo is a boutique insights agency with a mission to provoke consumer, brand and business change. kubi kalloo offers a distinctive approach to best practice and seamlessly integrated qualitative and quantitative techniques, injecting each with freshness, imagination and taking the challenge of translation into commercial action very seriously. The business is based in Shoreditch where it services primarily global FMCG and services businesses.