Bramley And Grant Join ASI

Contributed by Daniel Sims
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Ipsos MORI, the number two research brand in the UK, announced this week that Ian Bramley and Stuart Grant have joined the research agency as Global Account Director and Associate Director, respectively.

BRAMLEY AND GRANT JOIN ASI TO EXPAND IPSOS MORIâ€™S ENTERTAINMENT DIVISION

Ipsos MORI, the number two research brand in the UK, announced this week that Ian Bramley and Stuart Grant have joined the research agency as Global Account Director and Associate Director, respectively.Â Both will be working in the entertainment practice of Ipsos-ASI, the advertising research specialist division of Ipsos MORI.

Ian brings eight years of client-side insight experience to the job, garnered in multiple industries including retail, telecoms, new product development, internet and entertainment.Â Ian has significant expertise in running a full range of continuous and ad hoc quantitative and qualitative research projects. He will lead a global entertainment research team consisting of a central group based in the UK as well as local teams in a number of markets.Â Ian has been tasked with pulling together the team at an international level and streamlining the current reporting system used to relay film and television research data to clients, as well as develop innovative ways to provide more precise and actionable insight that will help grow clientâ€™s business. He joins Ipsos MORI from British Telecom, where he successfully redesigned the mobile divisionâ€™ insight programme.

Stuart, formerly a Research Director at SGA Research International, will report into Ian, and will manage entertainment tracking across European markets, addressing a variety of client business issues. Stuart has more than ten yearsâ€™ experience in research, and has led a variety of global client projects. In addition to his work for ASI, Stuart will also implement projects for Ipsos MORIâ€™s Vantis division, which provides new product forecasting for durable goods and services.Â Stuart will take a holistic approach to predictive and analytic market research, utilizing best practices across the two divisions. Both Ian and Stuart will conduct research into emerging technologies in the entertainment industry, from online delivery of videos and DVD to high definition television.

Ian will report to James Mundell, Managing Director of Ipsos MORIâ€™s ASI specialist advertising division.Â Commenting on the appointments, James said:

â€œProviding our clients with an international perspective is even more important nowadays, particularly in the fast-moving global entertainment industry.Â As part of a dedicated account team focused on the entertainment sector, Ian and Stuart will work with colleagues throughout the Ipsos Group and bring the benefits of cross-country trends and communications to our clients.â€•

Ian added:

â€œIpsos MORIâ€™s global reach allows me to work with colleagues around the world.Â For the types of projects my team will working on, such a global partnership is critical.Â I am impressed with the scale and scope of resources and advanced analytics utilized on a daily basis quickly and efficiently. The vision for my team is to leverage our knowledge and provide value-added research that works profitably for our clients.â€•