Millward Brown Acquires Dynamic Logic

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Global research leader Millward Brown acquires Dynamic Logic
Millward Brown, a global leader and recognized authority in advertising, media, marketing communications and brand equity research, has acquired Dynamic Logic, a leading online research company that measures and analyzes marketing effectiveness. As an industry innovator, Dynamic Logic has led the market in establishing standards in online advertising and marketing campaign evaluation, and has emerged as a thought leader in the cross media measurement arena. The combination of Dynamic Logic's interactive expertise coupled with Millward Brown's deep knowledge of brands, advertising, and marketing communications will offer clients a broad range of solutions to address today's increasingly complex marketing and media challenges.
Millward Brown and Dynamic Logic will combine their interactive products and services to create a comprehensive product suite that helps marketers and advertisers as they expand their online marketing programs. The companies will work together with marketers, advertising agencies, and media organizations to share best practices and develop new solutions for measuring the effectiveness and impact of integrated marketing efforts. In addition, Millward Brown will work with Dynamic Logic to expand their services throughout the world.
Nick Nyhan, President, Dynamic Logic, and Ronit Aviv, CTO, founded the company in 1999. Today, Dynamic Logic, headquartered in New York City, employs a team of 65 professionals, with offices in Chicago, San Francisco, Los Angeles, and London. The company has won strong loyalty from clients and has also developed some of the most innovative research solutions and patent-pending technology used in the industry today.
Commenting on the acquisition, Mary Ann Packo, CEO, Millward Brown North America, said: â€œWe are thrilled to be joining forces with the talented research team at Dynamic Logic to help our clients successfully market their brands in the new multimedia world. During the past two years, we've had the opportunity to work with Dynamic Logic in a successful strategic partnership, and all of us at Millward Brown look forward to working even more closely together to meet the fast-changing marketing and media challenges of today."
"We have always had a lot of respect for Millward Brown and their people," said Nick Nyhan, President of Dynamic Logic. "Clients want accountability for their multichannel marketing, and we will be offering a range of innovative products and approaches backed by the expertise of both companies. Consumers are evolving, and so are we," added Nyhan.
Nick Nyhan will remain President of Dynamic Logic, which will now be known as "Dynamic Logic â€“ A Millward Brown Company," and will report to Mary Ann Packo, CEO, Millward Brown North America.
About Millward Brown:
Millward Brown (http://www.millwardbrown.com/), one of the worldâ€™s top 10 marketing research organizations, is recognized as a leading authority on advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research techniques â€“ both qualitative and quantitative â€“ Millward Brown helps clients build strong brands and services. Millward Brown has more than 70 offices in 42 countries and also has several specialized practices in the U.S., including Greenfield Consulting Group (a full-service qualitative research firm), MaPS (a business consulting and advanced statistical modeling firm), and Millward Brown Multicultural. Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximize the returns on their brand and marketing investments), Millward Brown Precis (a global PR measurement practice), and KMR (provider of global Target Group Index [TGI] the world's leading media and market profiling tool). Millward Brown is part of Kantar, WPP's insight, information and consultancy arm.
About Dynamic Logic:
Dynamic Logic (http://www.dynamiclogic.com/) is a leading research company with expertise in measuring marketing effectiveness. Dynamic Logicâ€™s three main product areas are: AdIndex? to measure online advertising, CrossMedia Researchâ„¢ for multimedia campaigns and MarketNorms?, an advertising effectiveness database. Founded in 1999, the company is headquartered in New York City with offices in Chicago, San Francisco, Los Angeles and London. Dynamic Logic clients include leading marketers, advertising agencies and media companies.