Millward Brown Signs Agreement with Walker Information Inc

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MILLWARD BROWN SIGNS AN EXCLUSIVE AGREEMENT WITH WALKER INFORMATION INC. FOR STAKEHOLDER RELATIONSHIP MEASUREMENT IN ASIA PACIFIC

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Millward Brown has signed an agreement in Asia Pacific with Walker Information Inc. to become a licensed member of the Walker Global Network across the region. Under the licensing arrangement Millward Brown will offer product lines in Stakeholder Relationship Measurement and Management developed and provided by Walker.? These include proprietary products such as Customer Relationship Assessment; Lost Customer Assessment; Customer Transaction Assessment; and Employee Relationship Assessment with Business Integrity Assessment.?

Commenting on the development, Andreas Sperling, CEO Millward Brown Asia Pacific said: â€œThrough our affiliation, we hope to leverage each otherâ€™s network to bring more value and a wider product offering to our clients who are increasingly looking for integrated services providers in the areas of research.â€•

The initiative will be lead from Millward Brownâ€™s side by Neerja Wable, Regional Director of Marketing and Business Development who said, â€œMaintaining, monitoring and measuring relationships is one of the most important aspects of our clientsâ€™ businesses and our goal is to align our strategies with those of our clientsâ€™ to meet their needs.â€•

Millward Brown will now have the exclusive rights to conduct studies using Walker tools in Australia, China, Hong Kong, Indonesia, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand and Vietnam.? In addition to the relationship in Asia Pacific, Millward Brown also serves as Walkerâ€™s exclusive partner in the United Kingdom, Poland, Hungary, Czech Republic, and Turkey.

Jane McCaslin, International Vice President of Walker Information Inc, said of the latest development:? â€œIn finding a partner, we look for like-minded professionals with a similar philosophy and strategy who can best deliver local insights in the area of customer and stakeholder loyalty. With its strong regional presence and client service consulting expertise, Millward Brown Asia Pacific surpasses that and more.â€•

Current clients of Walker Information and the Global Network include Cisco, Tetrapak, Bell Canada, Pepsi Bottling Group, McAfee, eBay, Intel, Standard Bank, Telkom.

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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 71 offices in 42 countries.? Additional practices include Millward Brown's Global Media Practice (a global media effectiveness unit), Millward Brown Optimor (a global unit focused on helping clients maximise the returns on their brand and marketing investments), Millward Brown Precis (a global PR measurement firm), 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 Millward Brown Asia Pacific:Established in 1995, Millward Brown in Asia Pacific now covers 20 locations in 13 countries. Headquartered in Singapore, it is currently running over 350 tracking projects, has conducted over 4000 ad pre-tests, and 50 brand equity studies, as well numerous ad-hoc quantitative and qualitative projects.

About Walker Information Inc:The Walker Global Network is the only international network of business partners dedicated exclusively to stakeholder measurement and management. The Network provides integrated business solutions to assess and enhance relationship with customers, employees, communities, and other influential groups and individuals worldwide. More than 20 members serve companies in 75 countries around the world. The founding member, Walker Information, conducts stakeholder research and measurement in the areas of customer loyalty, employee commitment, corporate philanthropy, and business ethics. For more information about the Network, visit: www.walkerinfo.com/wgn.