

Millward Brown opens in Pakistan

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Millward Brown, a global leader in brand, media and communications research, officially opened its newest office in Karachi, Pakistan last week.

Millward Brown has been conducting research assignments in Pakistan through its Middle Eastern hub in Dubai for several years, but is now establishing a permanent presence to better support local, regional and global clients operating in the country. The new operation will be led by Noaman Asar, who joins as Country Manager, Millward Brown Pakistan.

Asar brings more than 16 years of experience in the industry, including FMCG, media, advertising and research across Pakistan, the United Arab Emirates and Saudi Arabia, having worked in all three countries. He will report directly to Prashant Koller, Managing Director, Millward Brown Middle East and North Africa. Asar commented, "I am thrilled to have the opportunity to lead the new Pakistan operation and I look forward to working with the team to deliver maximum impact for our clients. Our suite of brand performance and creative development solutions, coupled with new methods of data collection like mobile now being a reality, will redefine the way people think of research and put Millward Brown Pakistan at the forefront of innovation for brand-builders."

At an event to mark the launch, Charles Foster, Regional Managing Director Africa and Middle East at Millward Brown, delivered a presentation on how to create a meaningful brand that makes more money for its owners. Foster detailed Millward Brown's next generation of brand metrics - Power, Premium and Potential - which provide brand owners with guidance on investment and brand strategy to drive financial growth. The unique brand equity framework is based on key learnings about how successful brands develop meaning, differentiate themselves and create salience.

Daren Poole, Global Brand Director for Creative Development at Millward Brown spoke about the top three advertising issues marketers face, and discussed the power of the winning idea. Poole said that in an increasingly fragmented marketplace, marketers need a big idea to capture the consumers' heart and mind. He went on to explore how to execute ideas in a way that delivers ROI in both the short and long term and looked at the latest learnings on how to optimise creativity in a multiscreen environment.

Asar discussed how to create campaigns that break through the clutter and are persuasive, building the brand and delivering ROI on marketing investments. He shared the secrets of advertising success, following analysis of research conducted by Millward Brown on hundreds of adverts in Pakistan.

Commenting on the launch, Foster said: "Millward Brown continues its strategy of investing in growing markets, and opening an office in Pakistan, will help the business best serve the needs of our clients' right across this increasingly important region, giving us a really solid foundation from which to grow our client partnerships. The Pakistani market is dynamic and evolving, and we will be able to deliver consumer knowledge, insights and advice to better our client's returns on their marketing investments."

With a global presence in more than 55 countries, Millward Brown's footprint across Africa, Middle East and Asia Pacific now includes offices in 22 countries.

For further details regarding Millward Brown Pakistan contact:

Noaman Asar - noaman.asar@millwardbrown.com

Prashant Koller - prashant.koller@millwardbrown.com

About Millward Brown

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Specialist global practices include Millward Brown Digital (a leader in digital effectiveness and intelligence), Firefly Millward Brown (our global qualitative network), a Neuroscience Practice (using neuroscience to optimize the value of traditional research techniques), and Millward Brown Vermeer (a strategy consultancy helping companies maximize financial returns on brand and marketing investments). Millward Brown operates in more than 55 countries and is part of Kantar, WPP's data investment management division. Learn more at www.millwardbrown.com

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