

**MILLWARD BROWN AND KANTAR SHOPCOM PARTNER TO CREATE THE LARGEST SINGLE SOURCE OF INSIGHT CONNECTING CONSUMERS' ATTITUDES AND SHOPPING BEHAVIOR**

**NEW YORK— November 29, 2011—** Millward Brown and Kantar Shopcom today announced a strategic partnership that will offer marketers the most robust connection of consumer attitudes and shopping behavior, a feat made possible through the largest single-source panel that affords brands of all sizes a true 360-degree view of consumer attitudes and shopping behavior.

“Millward Brown and Kantar Shopcom continue to innovate the methods in which our rich data sets can be combined to give our clients the most rigorous look at all aspects of consumer thinking, motivation and behavior,” said Eileen Campbell, Global CEO of Millward Brown. “The size of our combined panel allows even the smallest of brands to truly understand their consumers at a granular level.”

Added Katie Casavant, CEO of Kantar Shopcom, “Kantar Shopcom is delighted to be partnering with Millward Brown on the development and delivery of these truly revolutionary, market-changing innovations.”

Through the solution, which is being launched in the U.S., marketers will be able to:

- Identify how shifts in brand equity result in changes in actual purchase behaviors.
- Monetize the outcome of marketing efforts through single source, cross media ad effectiveness evaluation.

- Understand how changes in marketing communications impact consumer attitudes, purchase behaviors.
- Diagnose the reasons why a brand's actual sales aren't in line with expectation.

These one-of-a-kind analyses will power a number of Millward Brown solutions including brand tracking, copy testing, cross media and digital ad measurement. Additionally, the Kantar Shopcom partnership will enable Millward Brown to make further connections between brand, behavior and media exposure through Shopcom's linkages to Kantar Media (television viewing), Compete (online behavior) and other media panels.

### **About Millward Brown**

Millward Brown is one of the world's leading research agencies and is expert in effective advertising, marketing communications, media and brand equity research. Through the use of an integrated suite of validated research solutions — both qualitative and quantitative — Millward Brown helps clients build strong brands and services. Millward Brown has more than 78 offices in 54 countries. Additional practices include Millward Brown's Global Media Practice (media effectiveness unit), The Neuroscience Practice (using neuroscience to enhance traditional research techniques), Millward Brown Optimor (focused on helping clients maximize the returns on their brand and marketing investments), Dynamic Logic (the world leader in digital marketing effectiveness) and Firefly Millward Brown (a global qualitative research business). Millward Brown is part of Kantar, WPP's insight, information and consultancy group.

### **About Kantar Shopcom**

Kantar Shopcom is a data integration, analytics and insights firm. Shopcom partners with agencies and the clients to analyze communication spend and strategy, measuring the actual impact on consumer attitudes and retail purchase behavior, across all media platforms. Kantar Shopcom has the largest purchase behavior dataset in the industry, including over 231 million U.S. consumers' offline and online purchases, with at least 35 people in 96% of all U.S. ZIP codes, and coverage across seven verticals: CPG, retail, travel, entertainment, dining, lodging, auto and services. The Shopcom team applies its unique resources and proprietary methodologies to quantify the interconnections among messages, media mix and consumer response. The results are actionable insights that enable activation of more connected, more effective and more profitable brand communications. Kantar Shopcom is a Kantar Retail company and part of Kantar, WPP's insight, information and consultancy group.