

Millward Brown opens in Jeddah, Saudi Arabia

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Celebrates launch with CMO event focused on building meaningful brands that drive financial success

Millward Brown, a global leader in brand, media and communications research, has officially opened its newest office in Jeddah, Saudi Arabia. Millward Brown has been conducting research assignments in Saudi Arabia 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 Piotr Chodakowski.

Chodakowski joins Millward Brown with a wealth of experience in Saudi market research, having spent almost a decade working in the country. He has a Masters Degree in Management and Marketing from the Warsaw School of Economics. The new office in King's Road Tower opens with 10 extensively trained staff members. Chodakowski will report directly to Prashant Koller, Regional Managing Director, Millward Brown Middle East and North Africa.

At an event to mark the launch, Nigel Hollis, Chief Global Analyst for Millward Brown and author of recently released book, [*The Meaningful Brand*](#), delivered a presentation on how to create a meaningful brand that makes more money for their owners. Hollis said that one of the biggest challenges brands face is creating sustainable and profitable growth. This requires focusing on meaningful differentiation: functional, emotional or societal, as the meaningfully different brand not only sells more, it can also sustain a price premium over time.

Charles Foster, Managing Director, Millward Brown Africa and Middle East, presented the findings of pilot work done in the automotive and banking categories in Saudi Arabia, and used the findings to illustrate the power of utilizing data collection methodologies based entirely on mobile means. Millward Brown's emphasis on data collection utilising mobile phones and tablets allows brands to reach audiences not reached by traditional means, and overcomes some of the issues associated with face-to-face/interviewer led data collection in Saudi Arabia.

Piotr Chodakowski, Country Manager, Millward Brown Saudi Arabia, concluded the event by discussing the findings from advertising testing work done via mobile, and outlining what types of advertising work most effectively in Saudi Arabia, based on the company's extensive ad research database covering Saudi and other Middle Eastern countries.

Commenting on the launch, Foster said: "Millward Brown continues its strategy of investing in growth markets, and by extending our partnership and opening a second office in the Middle East, it will help the business best serve the needs of our clients' right across this increasingly important region. We are already working with many leading brands in the Middle East, and opening in Saudi Arabia gives us a really solid foundation from which to grow our client partnerships. The Saudi 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."

The new operation is a joint venture between Millward Brown and TKFAL, a local company with interests in communication, media and research, including ShMS, a local newspaper, and UFM, the radio sports channel. TKFAL is led by Prince Turki bin Khalid, previously head of the Saudi National football team.

Millward Brown's leadership in the understanding of brands, media and communication dovetails with TKFAL's vision for providing Saudi businesses with metrics and strategic insights that can help their Saudi partners grow their local business, and through their network, expand globally. With this vision in mind, Prince Turki bin Khalid was keen to partner with Millward Brown, the global leader in brand research.

Across the Middle East and Africa, Millward Brown already has offices in Dubai, Egypt, Nigeria, Ghana, Kenya and South

Africa.

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