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## **Growing Market Demand Drives Millward Brown and Invoke Solutions to Further Collaborate**

### **Exclusive Partnership Provides Advance in Early Communications Research**

**February 23, 2004, New York, NY** — Millward Brown, a global leader and recognized authority on advertising, marketing communications and brand equity research, and Invoke Solutions, a leading innovator of online research solutions, announced today that they will be broadening their existing relationship in North America. Due to growing client demand, the two companies, who joined forces in July, 2003 will now enter into an exclusive partnership within the marketing communications arena. Millward Brown currently uses Invoke Solutions' Dynamic Survey<sup>SM</sup> software to drive their AdSelector<sup>TM</sup> offering. AdSelector coupled with Dynamic Survey software has created one of the most advanced tools to help advertisers and their advertising agencies assess creative concepts in the early stages of development.

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Leading marketers from the Automotive, Healthcare, Financial Services, and Consumer Packaged Goods industries have quickly adopted this quantitative approach, which combines an online survey methodology with live interaction between marketers, researchers, and respondents — allowing marketers to quickly gain immediate feedback on why respondents have answered questions a certain way. At the end of each session, clients receive immediate access to the survey results, along with insights and recommendations from Millward Brown.

"Unilever Bestfoods has found Millward Brown's AdSelector to be an excellent tool to assess and measure our marketing communications programs in the early stages of development. We use AdSelector to assess three to four creative ideas at a time to help us quickly understand which concept to develop and why," said Donna Goldfarb, senior director, consumer insights, Unilever Bestfoods North America. "This approach also allows us to bring together our brand marketing, ad agency, and consumer insight teams to watch and discuss consumer responses in real time to help us create the best possible advertising for our brands," added Goldfarb.

"We are very excited about our expanded agreement with Invoke Solutions. It provides a natural extension of Millward Brown's product portfolio in one of the biggest areas of client demand – helping them create advertising that works. The Dynamic Survey technology allows us to help clients identify the ideas that best align with their brand strategies and connect with their target audiences – while working together in a fun, creative, and collaborative environment," said Mary Ann Packo, chief client and marketing officer of Millward Brown.

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“Forming an exclusive partnership with Millward Brown in the communications arena is on par with our plan to develop partners for Invoke Solutions as we continue to develop and offer advanced technology to conduct marketing research online,” said, Corey Torrance, CEO, Invoke Solutions. “Our tools, combined with Millward Brown’s extensive history of advertising and branding expertise, provide a comprehensive marketing research approach to assist clients in gaining the most insight and direction from their research efforts.”

#### **About Millward Brown:**

Millward Brown ([www.millwardbrown.com](http://www.millwardbrown.com)) is one of the world’s top 10 marketing research organizations. It is an acknowledged leader in understanding and evaluating brand equity and the contribution of the total communications mix to that understanding. Through the use of an integrated suite of validated research techniques – both qualitative and quantitative – Millward Brown helps clients build strong brands and services. Millward Brown has 63 offices in 38 countries and also has several specialized practices in the U.S., including Greenfield Consulting Group (a full-service qualitative research company), Millward Brown IntelliQuest (a technology practice), Millward Brown Multicultural, and Millward Brown Precis (a global PR measurement firm). Millward Brown is part of The Kantar Group, the insight, information and consultancy arm of WPP.

#### **About Invoke Solutions:**

Invoke Solutions<sup>SM</sup> is the creator of one of the most popular and revolutionary marketing research solutions that combines qualitative and quantitative methods in a single, real-time solution. Invoke Solutions is focused on continuing to drive innovation in the marketplace that enables faster, interactive, collaborative decision-making from rich consumer insight. Additional information about Invoke Solutions is available on the company Web site at <http://www.invoke.com/> or by calling (201) 227 9555.

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