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**Research giant Kantar Group seeks to remain nimble,
AMA's *Marketing News* Reports**

*Marketing research firms across the country adapt in changing times
and move to a new level to gather data*

Chicago (July 1, 2009) – Kantar Group more than doubled its revenues in 2008 thanks to its acquisition of rival researcher TNS. The now \$3.6 billion-in-revenue company hopes to remain nimble in responding to market demands; CEO Eric Salama tells the American Marketing Association's (AMA) *Marketing News* magazine in an exclusive interview that is part of *Marketing News*' annual Marketing Research Issue, due out June 30, 2009.

"I think it is really important that even though we are bigger, we remain very entrepreneurial," Salama says. "One of the things I stress internally is that size isn't an advantage to clients or our own people unless we make it so."

As an example, Salama points to a "massive study" – a valuation of brands around the world – which Kantar released as an iTunes-downloadable file for free. "It cost us approximately \$50,000 to develop that, so it doesn't always take size and scale to do imaginative things; you need the imagination in the first place," said Salama.

Kantar parent company WPP won a well-publicized bruising battle for research titan TNS last year. Kantar's total worldwide research revenue in 2008 was \$3.6 billion, according to the annual Honomichl top 50 rankings of research firms, which appears in this *Marketing News* Research Issue. Of that, \$2.1 billion came from TNS, the rankings show. TNS had ranked No. 6 in the 2007 Honomichl report while Kantar had ranked No. 3. The combination propelled Kantar into the No. 2 spot on the 2008 list.

Other features in the Research Issue include Honomichl's review of 2008 and predictions from a host of industry experts for what's ahead in marketing research this year and into the near future.

Taking marketing research to new tech heights

Marketing research is moving to a new level of digital and operational sophistication, industry experts explain in the AMA's June 30th issue of *Marketing News*.

Research trends to watch include the increasing use of Web cams to collect consumer feedback, more client outsourcing of research facilities and projects to get greater cost efficiencies, and the transformation of research from project-based to ongoing communications with key audiences.

“The Internet is changing marketing research as it is so many businesses. But beyond that, companies also are demanding more insights and more help from their research vendors -- and the industry is responding,” said Nancy Costopulos, chief marketing officer for the AMA.

Marketing News has featured the annual Honomichl ranking of the top 50 U.S. marketing research firms for more than 30 years. It will also feature a special report on the top 25 international research firms, which Honomichl also compiles, in its Aug. 30, 2009 issue. For the AMA Honomichl podcast, visit <http://tinyurl.com/nblobk>.

For more information on *Marketing News*' Research Issue and the Honomichl rankings, please contact Mary Rownd, director of marketing for the AMA at 312-542-9088 or mrownd@ama.org. For more information on the American Marketing Association, please visit www.MarketingPower.com.

About the Honomichl Top 50 Report

The Honomichl Top 50 business report covers the top players in the U.S. marketing research industry. Each company profile reviews the organization's leadership, revenues and continuing and new business interests. A chart detailing the top 50 organizations is also included for easy reference

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong.

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