

Synovate announces expansion of its global media research services

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Leading global research firm Synovate has announced an expansion of its media research services. The new global group will be based in London and led by Steve Garton, currently Director, Media Research for Synovate in Asia Pacific.

Synovate's Global CEO Adrian Chedore said that the move recognised media owners and media specialists need international solutions and best practices.

"Many of our media clients are global and, by mirroring their operations, Synovate will be better able to meet and anticipate their needs.

"Media audiences are changing at a spectacular speed, so this move will keep us across the fundamental shifts that are now occurring across the world, principally due to digitisation and the range of choices consumers now have.

"This expansion of our services also reflects the importance Synovate places on media research - we are committed to quality and committed to providing innovative thinking to help meet the needs of our clients," he said.

Mr Garton has been in charge of the Synovate PAX media surveys for the past four years. The PAX survey measures the reach of media into the top 20% of income earners in the market. It also looks at elites and their media of choice, lifestyle and demographics and product ownership.

These studies are now running in 19 markets across Asia Pacific and the Middle East, where they have become the currency for upscale audiences in two of the world's fastest growing regions. In addition, he has introduced a range of syndicated and customised media surveys to meet clients' requirements.

The media team has been further boosted with the appointment of Craig Harvey in the role of Director, Media Research - Asia Pacific. Mr Harvey joined Synovate on 3 July 2006 and is responsible for Synovate PAX in the region, as well as the continued development of the Synovate Media Atlas survey and ad hoc studies.

Reporting to Mr Garton and based in Hong Kong, Mr Harvey was most recently with Publicis Groupe Media as Regional Director of Consumer Insights. In the past, he has held a variety of media roles with CVSC-Sofres Media, Starcom Media and Granada Media.

In South Africa, African Response, Synovate's BEE Initiative, offers the PAX Survey as a solution. As a co-contractor of the SAARF AMPS® and RAMS® Surveys, African Response has both the expertise and experience in media research. To find out more about the PAX media survey, please contact Anina Maree, African Response's Media Sector Director on 011 709 7888.

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