

Firefly Millward Brown launches in Jeddah, Saudi Arabia

Issued by [Kantar](#)

18 Sep 2014

Millward Brown, a global leader in brand, media and communications research, has announced the launch of Firefly Millward Brown, its qualitative practice, in Saudi Arabia.



As part of the global Firefly Millward Brown network, the unit develops innovative approaches to discover and illuminate consumer insights and drive brand success. Firefly Millward Brown brings complementary expertise to Millward Brown's proven brand, advertising and digital research solutions.

Firefly's area of expertise includes communications touchpoints, brand equity and positioning, new product development, segmentation, category and target exploration, shopper marketing, channel optimisation and multi- and transculturalism.

Commenting on the launch, Charles Foster, Regional Managing Director Millward Brown Africa and Middle East, said: "We know marketers seek a better integration of qualitative and quantitative insights. As part of the global Firefly Millward Brown network, our specialist team is designed to collaborate and deliver holistic solutions; partnering with our clients to build effective campaigns and grow great brands."

Rasha Metwali, Associate Director of Firefly Millward Brown in Saudi Arabia, who will lead the team, added, "We are focused on generating insights about consumers and working with brands to develop appropriate strategies to leverage those insights. Firefly's unique tools and methodologies uncover the elusive and explain the 'why' behind consumer behaviour, choice and preference."

Rasha Metwali has eight years rich experience in the industry and has managed numerous local, regional and international clients and projects spanning FMCG, Media, Advertising and Research across Middle East and Gulf countries. Prior to her career in marketing, Rasha worked as a radio announcer for 12 years. She has a Master's degree in Media and Communication.

The company celebrated the launch with an event at the Four Seasons Hotel in the Kingdom Tower in Riyadh.

Firefly Millward Brown has over 40 locations worldwide, each office complementing the strengths of the next. Firefly researchers see the world through consumers' eyes - all the while keeping a 360° perspective on the brand experience.

" **The Blueprint for Brand Growth. An evidence-based framework that defines the future of marketing** 15 May 2024

" **South Africa shines in the global 2024 Kantar Creative Effectiveness Awards** 25 Apr 2024

" **Creative trends 2024: Crafting effective digital ads** 1 Feb 2024

" **Navigating media trends in 2024: adapting strategies for consumer engagement** 25 Jan 2024

" **10 marketing trends for 2024** 5 Dec 2023

Kantar

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>