

Factsheet

Added Value is a strategic marketing consultancy. We exist to help our clients deliver marketing that works.

Our acquisitions of companies like Oracle Research in China, and innovation consultancy Cheskin in the USA, and most recently, Saffron Hill in Singapore and the Philippines, have reinforced our presence in those markets and strengthened our offer and expertise. These acquisitions illustrate our commitment to providing clients with expertise across all major markets, including the world's most exciting and fastest growing.

Added Value Group operates under the business names Added Value, Icon Added Value and Added Value Saffron Hill.

The Group is now one of the largest operations within WPP's Kantar division.

Reach

Added Value has 10 locations in 9 countries on 5 continents, operating in the UK (London), France (Paris), Germany (Nuremberg), South Africa (Johannesburg), USA (New York and Los Angeles), Australia (Sydney), China (Shanghai), Singapore and The Philippines (Manila).

We have experience in over 150 markets.

Our clients:

We work for iconic brands, both big and small, around the world. Many of our clients are Fortune 500 companies, but we work with start ups and challenger brands too.

Sectors include:

We have experience in almost every sector, including

- Technology
- Telecommunications & Media
- Automotive
- Fashion & Luxury
- Energy & Utilities
- Consumer Goods
- Financial Services
- Retail
- Leisure & Travel
- Healthcare
- Government & Organisations
- Services

Executive Committee:

- Global CEO: Bart Michels
- President NA Consulting: Jonathan Hall
- Global CFO: Kelly Smith
- Global CMO: Paul McGowan
- CEO, NA: Maggie Taylor
- CEO, Germany: Chris Prox
- CEO, Greater China: Katie McClintock
- Global Client Leader: Katie McClintock
- Global Chief HR Officer: Marie Ridgley
- MD, UK and Creativity Lead: Paul Cowper

Services include:

- Qualitative research & ethnography
- Quantitative research
- Segmentation & Portfolio planning
- Cultural Insight
- Innovation
- Brand Equity
- Brand Positioning
- Communications Optimisation
- Intercultural

Our wider network:

KANTAR
For more information, visit www.kantar.com

WPP
For more information, visit www.wpp.com

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