

Kantar launches Kantar Public to serve government and public sector clients

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New operating brand brings together expert teams across 12 countries

KANTAR PUBLIC=

Kantar announces the launch of a new global brand, [Kantar Public](#), which will work with clients in government, development organisations and commercial businesses to advise in the delivery of public policy, public services and public communications. Kantar Public will deliver global best practice through our local, expert teams; will synthesise innovations in marketing science, data analytics with the best of classic social research approaches; and will build on a long history of methodological innovation to deliver public value. It includes consulting, research and analytical capabilities.

As part of this global move the Kantar Public Development Practice will be launched shortly in sub-Saharan Africa headquartered in Nairobi, continuing and consolidating our work to bring about more effective development through locally based high-quality and innovative evaluation and research.

Kantar Public is a leading supplier of research in the public sector in markets as diverse as the UK, Germany and Australia, and fastest growing sector in markets including India and Africa. Kantar Public now brings together Kantar's expert sector teams integrating capability from Kantar TNS, Kantar Millward Brown, Kantar IMRB and Kantar IBOPE. Its offer is designed to support the needs of government and public sector clients in different social and political environments, and to provide holistic support, from formative research work on public policy through to internal capability building and impact assessment of development programmes. Working with the WPP Government and Public Sector Practice, Kantar Public can also support its clients in the government communications field with integrated campaign activity and digital government service delivery.

Eric Salama, Kantar CEO, commented on the launch: "We are proud of the work that we do in this sector, which is growing fast. Its increasing importance in stimulating behavioural change in many aspects of societies requires the kind of expert resource and investment that Kantar Public will provide."

Dr Michelle Harrison, previously Global Head of the Political and Social Practice at Kantar TNS, is named as Global CEO and the Chair of Kantar Public UK. She remains in role as the CEO of the WPP Government and Public Sector Practice.

Harrison said: "It's been a privilege to have the opportunity to create the offer for Kantar Public, drawing on so many conversations around the world with our clients. I believe we have a unique toolkit, backed by a world-leading research infrastructure, and are ideally placed to assist our clients in government, the public sector and global institutions. I am also very lucky to have been able to appoint such a strong team of global leaders, who share a passion for quality and innovation in our client work, for the delivery of a better public realm."

Kantar Public has offices in Amsterdam, Brussels, Delhi, London, Munich, Nairobi, Accra, Johannesburg, Lagos, Paris, Sao Paulo, Seoul, Sydney, Warsaw and Yangon. Kantar Public also works in partnership with local teams in Dakar, Abidjan and Douala.

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About Kantar Public

Kantar Public's research teams are experts in public policy, service design, behavioural insight and election research, employing over 500 people around the world. Our clients span all continents and include 40 governments. Read more about us [here](#).

About Kantar

Kantar is one of the world's leading data, insight and consultancy companies. Working together across the whole spectrum of research and consulting disciplines, its specialist brands, employing 30,000 people, provide inspirational insights and business strategies for clients in 100 countries. Kantar is part of WPP and its services are employed by over half of the Fortune Top 500 companies.

For further information, please visit us at www.kantar.com.

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