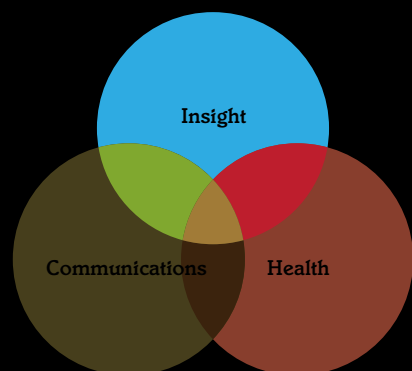


Applying insight

The Insight division brings together two of the best agencies in market research, ICM and Marketing Sciences, each with its own unique brand position and core research skills.



A wholemeal approach

Marketing Sciences for Rank Hovis

The UK's largest flour miller may be best known for its Hovis® and Granary® bread flours, but its products are used in foods as diverse as fried chicken and chappatis. Marketing Sciences helped Rank Hovis to better understand the needs of its customers across 15 different market segments and to identify Rank Hovis' strengths and weaknesses. Sara Reid, Rank Hovis' marketing manager, said: "We got real actionable data, upon which we can make material changes to our commercial strategy."

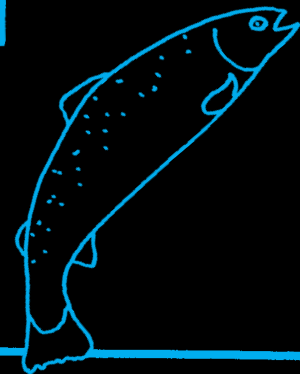




Pass the salt

Marketing Sciences for Danone Baby Nutrition

Danone Baby Nutrition (DBN) is the UK's premier supplier of baby food and milk. Marketing Sciences conducted a study with mums of babies aged 4 to 24 months to give DBN a full insight into how babies and toddlers are fed. A key finding that a large proportion of babies and toddlers have more than the recommended daily amount of salt in their diet has been used by DBN in their 'Salt Shaker' TV commercial for baby cereal – with no added salt.



Bear or Bull?

ICM Research for Friends Provident

ICM conducts a regular survey for the Friends Provident International Index which tracks attitudes to and confidence in various investment vehicles among investors in Hong Kong, Singapore and the UAE. The findings are published across Asia and the Middle East.

