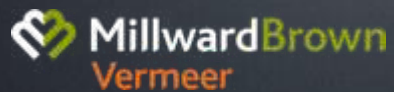


Marketing2020

17 AUGUST 2014



Vermeer: Millward Brown's marketing strategy consultancy

We provide solutions to **STRATEGIC MARKETING** challenges, rooting our approach in consumer research, stakeholder understanding and financial analysis

We **DEVELOP** and **EMBED** insight-led marketing strategy, structure and capability.

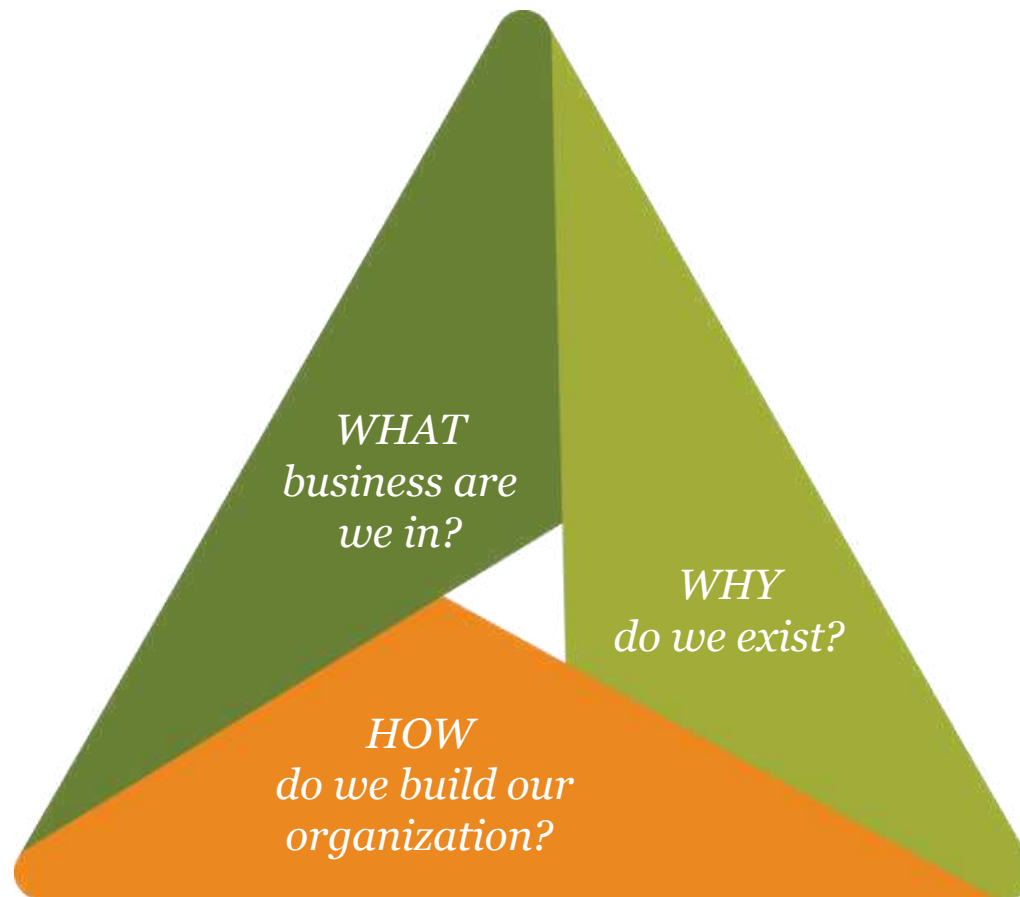
We **TIE INSIGHTS TO DOLLARS**, the only universally accepted language of business

Our global team fuses **PRACTITIONER AND CONSULTING** experience in marketing, management consulting, research, investment banking and advertising

Our **WHOLE-BRAIN THINKING** brings an intrinsically **MULTI-LENS** and **PRACTICAL** approach to all our work



Our focus: the juncture of 3 critical business questions



Marketing2020

The most comprehensive and global marketing leadership initiative ever



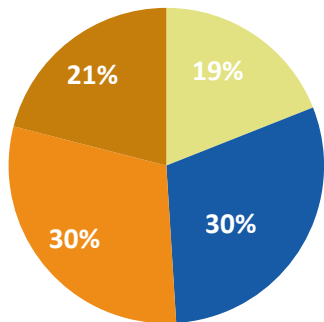
SpencerStuart

Forbes



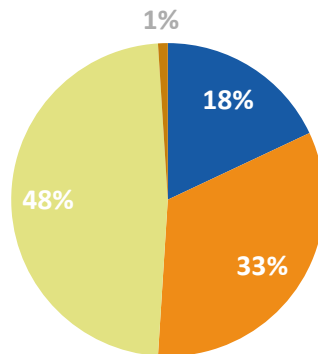
M2020 Participants (N=1064 US Completes)

Seniority



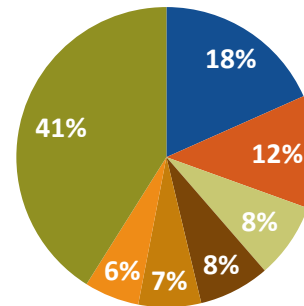
- Board/EVP/SVP
- VP/Director
- Manager
- Other

Type of Business



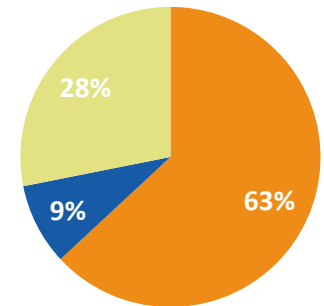
- B2C
- B2B
- Both
- Other

Industry



- Media/Communications
- Business and financial services
- Consulting
- Manufacturing
- Healthcare
- FMCG
- Others

Discipline



- Marketing
- Communications
- Others

Thank You



Contact Us

If you are interested in talking to us about marketing strategy, structure and capability development please email us at info@mbvermeer.com or visit our website www.mbvermeer.com for the contact details of our offices around the world.

Confidentiality

Millward Brown Vermeer understands that our clients trust us with confidential and sensitive information on various aspects of their business. We respect that trust by protecting the confidentiality of information shared with us, and will not share any sensitive client information outside of our specific engagement. Similarly, we view all our approaches, insights and research as proprietary. We look to our clients to protect the interests of Millward Brown Vermeer in our proposals, presentations, methodologies and analytical techniques. Under no circumstance should this material be shared with any third party without the written consent of Millward Brown Vermeer.

Copyright © Millward Brown Vermeer 2014