

Press release

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Marion Eisenblätter
Corporate Communications
T +49 911 395-2645
F +49 911 395-4041
marion.eisenblaetter@gfk.com

Lori Halivopoulos
GfK Marketing and Communica-
tions, Consumer Experiences
North America
T +1 212 240-5373
lori.halivopoulos@gfk.com

GfK integrates Global Brand and Consumer Experience practice

Helen Zeitoun to lead integration of brand, communication, satisfaction and loyalty research

Nuremberg, May 23th 2012 – GfK, one of the world’s largest market research organizations, today announced the formation of a new global practice to help marketing professionals better understand and proactively manage the dynamics of any consumer experience with their brands.

“Our new global practice integrates brand, communication, satisfaction and loyalty research. This is because today’s marketers need a holistic view on how to engineer consumer experiences and communications to optimize brand relationships and drive loyalty”, said Helen Zeitoun, newly appointed Global Head of Brand and Customer Experience.

Debbie Pruent Member of the GfK Management Board commented, “For over 20 years Helen has been at the forefront of GfK’s thought leadership and innovation in both Brand and Loyalty research. Under Helen’s leadership our integrated Brand and Customer Experience practice will build on GfK’s existing expertise to unlock new insights and deliver significant value to our clients.”

Consumers experience brands holistically – from mass advertising and consumer reviews, to individual transactions and consumption experiences, to lifelong loyalty. Successful brands will focus on the continuity of experience to deepen their consumer relationships. It is these relationships that stimulate brand affinity, acquisition, retention, repeat purchase and ultimately, revenue and profit.

Experience and Relationship Economy

“As consumers, we now live in an ‘experience and relationship economy’, which has changed traditional behavioral patterns towards brands, products and services”, said Zeitoun. “Research has to evolve, to include modern and sensitive ways to capture experience relationships, better predict behavior and be more accurate in ROI approaches.

“At GfK, we are building on innovations in social biometrics, digital sciences and advanced ROI models, to guide effective advertising experience design. Our focus is on the sensorial, intuitive, emotional, social and deliberative dimensions of how people experience brands.”

GfK SE
Nordwestring 101
90419 Nuremberg
Germany

T +49 911 395 0
F +49 911 395 2209
public.relations@gfk.com
www.gfk.com

Management Board:
Matthias Hartmann (CEO)
Pamela Knapp (CFO)
Dr. Gerhard Hausrucking
Debra A. Pruent

Supervisory Board Chairman:
Dr. Arno Mahlert

Commercial register
Nuremberg HRB 25014



Further information:

Lori Halivopoulos, T +1 212 240-5373, lori.halivopoulos@gfk.com

About GfK

GfK is one of the world's largest research companies, with more than 11,500 experts working to discover new insights into the way people live, think and shop, in over 100 markets, every day. GfK is constantly innovating and using the latest technologies and the smartest methodologies to give its clients the clearest understanding of the most important people in the world: their customers. In 2011, GfK's sales amounted to EUR 1.37 billion.

To find out more, visit www.gfk.com or follow GfK on Twitter:

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GfK SE, Corporate Communications
Marion Eisenblätter

Nordwestring 101
D-90419 Nuremberg
Tel. +49 911 395-2645
Fax +49 911 395-4041
public.relations@gfk.com