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HELPING HIGH-TECH, INTERNET AND WIRELESS COMPANIES MARKET SMARTER

Millward Brown IntelliQuest knows dynamic markets better than anyone else.

We've been a consistent leader in marketing research for the technology, Internet and wireless industries, and have pioneered several research methods since we were founded in 1985. In 2001 Millward Brown Interactive, the trailblazer in measuring the impact of online advertising and marketing, was merged with us, strengthening our impressive tool chest of online research capabilities.

Our mission is to remain a world leader in providing information-based marketing services that enable companies in high-tech, Internet and wireless industries to improve their marketing strategies. Our portfolio covers a broad range of research needs, from traditional panels and brand tracking to profiling Web site visitors and evaluating online ads. Millward Brown IntelliQuest marketing research and consulting services allow marketers to better understand their brands and products, and to improve their strategies.

You also have our experience on your side. Our researchers and market scientists are some of the best in the world; they can help you interpret results and guide you on what to do with the knowledge we provide. Plus, we leverage **Millward Brown's** more than 25 years of experience in global brand and advertising research, combining sophisticated, proven methodologies with techniques designed especially for technology and Internet environments.

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