



## ABOUT US

Established in 1999, AMRB is a fast growing market research agency in the Middle East and North Africa region. AMRB operates throughout the MENA region via offices in Dubai, Jeddah, Cairo and Algiers.

Since inception, AMRB has worked with various blue chip clients across a wide geography as well as in categories as varied as personal care products to diamonds to wireless technology.

AMRB prides itself on providing solutions to clients' marketing issues - via high quality conceptualization and execution, combined with insightful interpretation and strategic thinking.

## CORPORATE LINEAGE

AMRB is part of the Kantar Group of companies - one of the largest research and consultancy conglomerates in the world. Kantar operates in more than 60 countries with over 7000 employees. Some associates within the Kantar group are IMRB International, Millward Brown International, Research International, The Added Value Group, Kantar Media Research and BMRB International.

AMRB's parent organization within the Kantar Group is IMRB International, the largest market research company in South Asia. AMRB can therefore leverage over 35 years of IMRB's research experience and learnings, across a variety of sectors and markets. This is in areas such as qualitative research (qualitative tools for all research needs), retail and media research, e-technology/ IT and B2B research, as well as specialized tools for segmentation and portfolio management.

## CORPORATE PHILOSOPHY

Integrity and innovation

## VISION

To be the agency of choice for marketers across the Middle East and North Africa region - by consistently providing cutting-edge market research services from conceptualization through to execution, interpretation and reporting, thereby enabling clients to take strategic decisions.

## OUR SERVICES

AMRB can provide all types of quantitative and qualitative research services, such as:

### Quantitative research

- Usage & Attitudes studies
- Concept / product tests
- Pricing research
- Pack testing
- Advertising pre testing
- Brand and communication tracking
- Brand Equity measurement
- Volumetric estimation
- Shopper research
- Consumer Segmentation studies
- Post launch tracking
- Media research
- B2B research

### Qualitative research

- Category exploration
- Triggers and barriers
- Brand equity studies
- Concept / advertising evaluation
- Ethnographic research
- Shopper understanding
- Mystery shopping
- Idea generation

## SECTORS WE SERVE

AMRB has conducted marketing research across a wide range of sectors, such as:

- Apparel
  - Automotive
  - Banking and finance
  - Consumer durables
  - Home care products
  - Foods and beverages
  - Government/ Institutional
  - Jewellery and accessories
  - Lubricants and petroleum products
  - Media
  - Personal care products
  - Paints, Chemicals and additives
  - Social issues
  - Telecommunications
  - Tobacco
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## ASSOCIATIONS

AMRB also offers some branded products in association with other global agencies, such as:

### Millward Brown International

AMRB is the sole licensee for Millward Brown products, like:

Link™ - a quantitative advertising pre testing tool, based on normative comparisons. AMRB has normative databases in place for the key markets in the region - Saudi Arabia, Egypt, Morocco and Iran.

ATP™ - Advanced Tracking Program - is the leading advertising and brand tracking mechanism in the world.

BrandDynamics™ - a brand equity measurement tool that has been used for understanding the equity of over 20,000 brands, across markets and categories.

For more details on these and other Millward Brown products, please visit [www.millwardbrown.com](http://www.millwardbrown.com)

### Walker Information

AMRB is part of the Walker Information Global Network (WIGN), a network of companies that specializes in measuring stakeholder satisfaction. Some products offered via the WIGN association are:

Customer Relationship Assessment (CRA) - a model to assess satisfaction and loyalty among a client's customer base.

Employee Relationship Assessment (ERA) - a model to assess satisfaction, loyalty and likely longevity in the company of a client's employee base.

For more details on these and other Walker International products, please visit [www.walkerinfo.com](http://www.walkerinfo.com)

### IMRB International

AMRB also has access to a wealth of expertise in various sectors at IMRB International, our parent company within the Kantar Group. This is in areas such as qualitative research (qualitative tools for all research needs), retail and media research, e-technology / IT and B2B research, as well as specialized tools for segmentation and portfolio management.

For more details on IMRB International, please visit [www.imrbint.com](http://www.imrbint.com)

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## GEOGRAPHIC COVERAGE

AMRB has conducted research across most markets in the MENA region. It has also conducted research in many countries beyond this region, such as: Europe, Sub Saharan Africa and Asia. Markets in which AMRB has conducted research are:

Middle East	Levant	North Africa	Other markets
Saudi Arabia	Lebanon	Egypt	France
UAE	Syria	Morocco	Italy
Kuwait	Jordan	Algeria	Turkey
Qatar		Tunisia	Nigeria
Bahrain		Sudan	Indonesia
Oman			South Africa
Iran			Pakistan

## CONTACT US

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