

# Firefly Millward Brown launches in Jeddah, Saudi Arabia

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Millward Brown, a global leader in brand, media and communications research, has announced the launch of Firefly Millward Brown, its qualitative practice, in Saudi Arabia.



As part of the global Firefly Millward Brown network, the unit develops innovative approaches to discover and illuminate consumer insights and drive brand success. Firefly Millward Brown brings complementary expertise to Millward Brown's proven brand, advertising and digital research solutions.

Firefly's area of expertise includes communications touchpoints, brand equity and positioning, new product development, segmentation, category and target exploration, shopper marketing, channel optimisation and multi- and transculturalism.

Commenting on the launch, Charles Foster, Regional Managing Director Millward Brown Africa and Middle East, said: "We know marketers seek a better integration of qualitative and quantitative insights. As part of the global Firefly Millward Brown network, our specialist team is designed to collaborate and deliver holistic solutions; partnering with our clients to build effective campaigns and grow great brands."

Rasha Metwali, Associate Director of Firefly Millward Brown in Saudi Arabia, who will lead the team, added, "We are focused on generating insights about consumers and working with brands to develop appropriate strategies to leverage those insights. Firefly's unique tools and methodologies uncover the elusive and explain the 'why' behind consumer behaviour, choice and preference."

Rasha Metwali has eight years rich experience in the industry and has managed numerous local, regional and international clients and projects spanning FMCG, Media, Advertising and Research across Middle East and Gulf countries. Prior to her career in marketing, Rasha worked as a radio announcer for 12 years. She has a Master's degree in Media and Communication.

The company celebrated the launch with an event at the Four Seasons Hotel in the Kingdom Tower in Riyadh.

Firefly Millward Brown has over 40 locations worldwide, each office complementing the strengths of the next. Firefly researchers see the world through consumers' eyes - all the while keeping a 360° perspective on the brand experience.

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