

DESIGN BRIDGE AND BRANDSCAPES CREATE AN ALLIANCE TO BUILD BRANDS IN INDIA

India, 22nd April 2009: As India is fast becoming the world's most important emerging market for brands, two leading agencies, Design Bridge - the international branding agency, and Brandscapes Worldwide Consultancy - the global data analytics and insight consulting firm, announce their partnership to deliver world-class brand strategy in India.

Comments Bill Goodenough, group executive chairman of Design Bridge, "Our ambition to work alongside some of the world's fastest growing consumer brands means we need better understanding of the many different consumer behaviors' and cultures in the thriving Indian market. Our partnership with Brandscapes gives us both the insight and strategy consultancy to enhance the brand design work of Design Bridge Asia."

Comments Pranesh Misra, chairman and managing director of Brandscapes Worldwide: "Our partnership with Design Bridge is a perfect match. Our strategic intervention can unlock powerful insights for Design Bridge to turn into world-class creativity and brand experiences for Indian companies and multi-nationals operating in the Indian market."

By combining their expertise, Design Bridge and Brandscapes bring decades of experience of working globally for leading companies such as The Tata Group, Kraft Foods, Johnson & Johnson, The Economist, Asia Pacific Breweries, Moet Hennessy Asia Pacific and Unilever.

Design Bridge is the international branding agency that creates and develops brands. Founded in 1986, with offices in Singapore, London and Amsterdam, Design Bridge currently operates in over 40 different countries.

Brandscapes Worldwide was founded in 2006 by a group of marketing and communications professionals. It now has offices in Mumbai, Singapore, London and Atlanta. With services ranging from marketing data analytics to insight consulting and measuring return on marketing investments, Brandscapes has established itself as one of India's leading marketing knowledge outsourcing firms.

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