

# Proactive Insight joins one of the world's largest market research companies

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Proactive Insight has announced that it has joined Synovate, one of the largest market research companies in the world. "This acquisition expands Synovate's global reach into Southern Africa, complementing our existing operations in North and West Africa," said Synovate CEO, Adrian Chedore.

"Furthermore, Proactive Insight will be a valuable addition to the research network for Synovate clients around the world.

Synovate generates consumer insights that drive competitive marketing solutions and their network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 3 300 staff in 84 offices across 46 countries.

Proactive Insight is one of the top three research companies in South Africa, with over 350 employees and offices in Johannesburg, Cape Town, Durban, the West Rand, Port Elizabeth and Pretoria. The company has particularly strong expertise in the automotive, financial services, media, energy, telecoms, manufacturing and IT sectors, and services a number of blue chip multinational clients.



According to Proactive Insight managing director, Albert McLean, this event brings great opportunities to Proactive Insight's clients and employees, and to Synovate. "We are extremely excited about this development as it will not only broaden our client base, but also bring Synovate's leading-edge solutions to our clients."

"Whilst our offering will be dramatically enhanced by our new global position, we will continue to offer our clients the highest levels of service and research expertise," said McLean. "The current management team will remain in place and the traditional Proactive Insight commitment to quality and value will remain unchanged."

The relationship has had a very positive beginning. African Response, the Black Economic Empowerment partner of Proactive Insight recently rocked the status quo of the local research industry by winning half of one of the largest media research tenders, awarded in South Africa, namely the AMPS and RAMS. Synovate played an important role by contributing their considerable media research expertise to support the pitch.

"We have used Proactive Insight to conduct projects in Southern Africa for many of our global clients over the years, and now we will be even better positioned to deliver the highest value and quality," Chedore said.

More information is available at [www.synovate.com](http://www.synovate.com) and [www.proactive.co.za](http://www.proactive.co.za).

## Editorial contact

Wilken Communication Management  
(012) 460-4448

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