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R3 partners with MarketingNPV for measurement tools, capabilities

*By Staff Reporters on Oct 27, 2010 (4 hours ago)
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BEIJING- Global marketing consultancy R3 and US-based MarketingNPV have partnerec to bring better marketing accountability.

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R3 will work with MarketingNPV' s tools and processes across the region for increased accountability and measurement potential for marketers in Asia.

Based in the US, MarketingNPV specializes in consulting on marketing measurement, ROI and training. Their clients include Johnson & Johnson, Citibank, Fidelity, Kodak and GE. “This is a rare opportunity for us to leverage our thinking and best practice in a new arena,” said Pat LaPointe, managing partner and co-founder of the firm.

“Our clients have driven us to expand our capabilities, as now more than ever they are looking for ways to prove the payback on marketing,” said Greg Paul principal and co-founder of R3.

“We’re delighted to be able to share global best practice in this area, and give them greater confidence and credibility as they make their investments,” he said, adding that the challenging markets of Asia bring multiple markets and limited data.

The questions being asked of marketers, he said, are the same globally - “Are we spending the right amount of money?” , “Are we spending it on the right things?” and “Are we doing it in an effective and efficient way?”

The two companies have already pooled resources for a number of initial client engagements and a series of marketing roundtables with 20 of China’s leading marketers.

“The tools are very practical in nature, and very transparent - there’s no black boxes - so we do believe China will be a critical area of focus for us,” Paull said.

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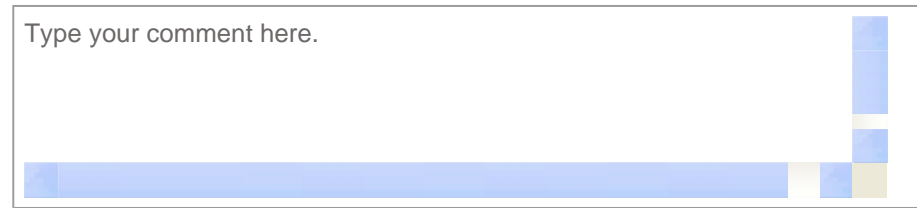
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