

Stellar Growth for Local Research Agency KLA

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Local full-service marketing research company KLA, has become South Africa's largest qualitative marketing research group.

This has been achieved on the back of KLA's strategic consumer and brand insights reputation, which has attracted two highly respected industry personalities. The additional capability brought by Andrea Chemaly and Toni Blumeris adds heft and expertise to KLA's expanding client base. "We are very fortunate to be able to attract brilliant practitioners like Andi and Toni", says KLA MD Steph Matterson. "Both bring to KLA their strong reputations, a wealth of experience and perhaps most importantly, a critical level of thinking. We recognise that the quality and promise of the KLA brand is closely entwined with the quality and talent of our people ... it's all about adding value to our clients' bottom line and we do this by delivering fresh thinking that works".

The company managed the impact of the GFC by maintaining consistent earnings and in the current financial year, has experienced exceptionally strong growth. KLA was recently awarded the Cell C Quantitative Customer Satisfaction study - after a 3-way agency pitch.

Many of KLA's existing clients have long-standing relationships with the company. A number of these extend to the founding days of KLA, in the early '90's.

KLA has recently appointed the newly established Advertising Agency M&C Saatchi Abel to create a campaign for the company. "This promises to get a few tongues wagging", says KLA Head of Technology Adam Rosenberg.

In addition, the company is exploring a number of exciting product opportunities from beyond South African shores.

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