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President
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Keeping Up With Change

“If you don’t like change, you’re going to like irrelevance even less,” said retired General Eric Shinseki, Chief of Staff, U.S. Army. The world around us is changing so fast that many in the consumer packaged goods industry are being challenged to keep up 24/7.

At ACNielsen, we embrace transformational changes because they create a culture of continuous improvement. This is thanks, in large part, to the long-standing partnerships that we enjoy with both retailers and manufacturers. These are focused on providing five critical client delivery imperatives: 1) more complete market views; 2) more predictive capabilities; 3) more integrated views of the consumer; 4) more acknowledgement as a trusted advisor; and 5) more clear return on investment.

Over the past eight months, the management teams at VNU and ACNielsen have undertaken a review of our entire North America business with the objective of sustaining and growing our market-leading position. This includes investing in and improving our technology and processes to become more integrated in a “One VNU” approach to business. The implementation has already begun and will be completed over the next three years.

We anticipate a minimal impact to clients in day-to-day activities, but substantial benefits over the long term as we move to provide more advanced insights and business solutions to address your specific opportunities and challenges.

Our focus on world-class client service—new tools, capabilities, products, deliverables and insights—means that we need to reduce the amount of time our associates spend on administrative, redundant, and non-value-added activities. We have project teams addressing these areas and we have work plans in place that will enable associates to spend more time providing insights and analyses.

All this effort is designed to provide us with the ability to invest back into the business—investments that will result in the creation of new platforms that leads to flexible open environments where our proprietary store and consumer data can be combined with client proprietary data to provide more complete business solutions. We also look to invest in the development of more solution-based products and services.

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And thanks to our global footprint, we intend to apply best-demonstrated practices across the globe, such as:

- Leveraging the broad retail relationships in Canada to help move beyond traditional CPG coverage (toys, electronics, etc.)
- Adopting the new Internet deliverable options developed in Europe to add to our robust set of client delivery options.
- Applying factory redesign work in the U.S., Canada, and Europe to facilitate more efficient global reporting/integration.
- Sharing the brand equity work undertaken in Asia-Pacific with both retail and manufacturer clients.
- Expanding our world-class custom research capability beyond Asia Pacific. 