

KANTAR

非凡世界的灵感之源
Inspiration for an extraordinary world

www.kantar.com

KANTAR **ADDEDVALUE**

KANTAR **HEALTH+**

KANTAR **MEDIA**

KANTAR **MILLWARDBROWN**

KANTAR **RETAIL**

KANTAR **TNS**

KANTAR **VERMEER**

KANTAR **WORLD PANEL**

LIGHTSPEED



凯度集团 (KANTAR GROUP)

Kantar is home to some of the world's leading research, data and insights brands. Individually, brands such as Kantar Millward Brown, Kantar TNS, Kantar Media, Kantar Worldpanel, Kantar Added Value and Kantar Futures are famous and highly respected experts in their fields. Collectively, they offer the most complete view of consumers – the way they live, shop, vote, watch and tweet – in over a hundred countries worldwide. For the benefit of our clients, Kantar connects these specialists as well as providing access to the wider WPP group of companies and other partners. Please go to [Our Brands](#) to find out more.

Kantar旗下品牌介绍:

Kantar Added Value:

Kantar Added Value is a strategic marketing consultancy helping iconic brands around the world. Kantar Added Value's strategic insight transforms brands and often businesses. They guide clients to see, think and do something differently with their brands and shows them where the most valuable growth opportunities lie, both for today and into the future. As well as brand developers, insight experts and segmentation analysts, it's their cultural insight specialists which sets them apart. Understanding how culturally relevant a brand is has proven to be a key indicator for future potential growth.

Kantar Health:

Kantar Health is a leading global healthcare consulting firm and trusted advisor to many of the world's leading pharmaceutical, biotech, and medical device and diagnostic companies. It combines evidence-based research capabilities with deep scientific, therapeutic and clinical knowledge, commercial development know-how, and brand and marketing expertise to help clients evaluate opportunities, launch products and maintain brand and market leadership.

Kantar Media:

Kantar Media provides strategic advice and competitive intelligence to the world's leading brands, publishers, agencies and industry bodies, helping them navigate and succeed in a rapidly evolving media industry. This includes analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and, evaluating consumers' reactions in earned media. Kantar Media experts currently work with 22,000 companies tracking 3 million brands in 50 countries.

Kantar Millward Brown:

Kantar Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Kantar Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Kantar Millward Brown operates in more than 55 countries and its specialist practices include Kantar Millward Brown Digital (a leader in digital effectiveness and intelligence), Firefly Millward Brown (a global qualitative network), a neuroscience practice (using neuroscience to optimize the value of traditional research techniques) and MaPS (strategic analytics and consulting)

Kantar Retail:

Kantar Retail is the world's leading retail insights and consulting business. The company works with leading retailers and branded manufacturers to transform the purchase behavior of consumers, shoppers and retailers. Kantar Retail is headquartered in London and has over 400 employees and offices in 15 markets around the globe.

Kantar TNS:

Kantar TNS advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. With a presence in over 80 countries, Kantar TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.



Kantar Vermeer:

Kantar Vermeer is the only global marketing consultancy focused on unleashing purpose-led growth through the development and embedding of consumer insight-led marketing strategy, structure and capability. We provide solutions to strategic marketing challenges, rooting our approach in consumer research, stakeholder understanding and financial analysis. We tie insights to dollars, the only universally accepted language of business. Our whole-brain thinking brings an intrinsically multi-lens and practical approach to all our work.

Kantar Worldpanel:

Kantar Worldpanel is the global expert in shoppers' behaviour. Through continuous monitoring, advanced analytics and tailored solutions, Kantar Worldpanel inspires successful decisions by brand owners, retailers, market analysts and government organisations globally. With over 60 years' experience, a team of 3,500, and services covering 60 countries directly or through partners, Kantar Worldpanel turns purchase behaviour into competitive advantage in markets as diverse as FMCG, impulse products, fashion, baby, telecommunications and entertainment, among many others.

Lightspeed:

Lightspeed is the market researcher's choice for digitally accessing and deriving insight from consumer opinions and behaviors whenever, wherever and in whatever segments needed. The industry's most thorough panelist pre-screening process and large global pool delivers business ready results quickly and cost-effectively. From proprietary online access panels to specialty panels, custom panels and innovative mobile surveys, Lightspeed offers the industry's highest quality and most complete combination of qualitative and quantitative online research.

Kantar Group Campus To Campus

梦想连接未来

凯度集团2016-2017全国校园招聘会日程安排

上海

地址：上海市恒丰路399号达邦协作广场(WPP Campus)6楼

时间：2016年11月30日，14：00

北京

地址：北京航空航天大学, 对外经济贸易大学

时间：待确定

广州

地址：广州市中山大学

时间：2016年12月8日，18：30

前150名抵达凯度校园招聘会的同学，即可获得凯度限量版黑色礼盒一份，其中惊喜，待你亲自打开。

申请资格：2016-2017年本科和硕士毕业生，专业不限

申请截止日期：2016.12.31

申请流程：在线申请/招聘会现场投递->小组面试->业务部门面试->录取信发放->入职

了解更多凯度资讯及校园招聘活动，请关注“凯度”及“凯度招聘”官方微信。

欢迎联系我们及简历投递：wppcampus_HR@kantar.com



全职招聘岗位：

咨询类岗位

- 商业分析师
商业分析师收集数据及综合市场数据，并提供洞察性分析报告，在提供客户服务中通过财务分析、商业设计和市场研究来形成战略建议，他们在市场营销和商业实践中发挥着积极的作用。我们的业务为分析师提供了丰富的个人学习，发展和成长机会。

研究类岗位

- 定量研究员
定量研究员服务于客户服务与管理团队，他们的主要职责是协助研究经理及高级管理层维护和发展与现有客户的业务关系和项目运作的基本工作。他们的工作核心在于市场调研分析、运作部沟通以及报告撰写方面，有效的与访问部、数据处理、质量控制部门沟通合作完成研究项目，提供有效的技术支持，并在这些领域上开发他们的技能和特长。
- 定性研究员
定性研究员服务于客户服务与管理团队，他们的主要职责是协助研究经理及高级管理层维护和发展与现有客户的业务关系和项目运作的基本工作。他们的工作核心在于项目管理与执行、参与客户的深度访谈和简单的座谈会，以及报告撰写等工作。通过项目的实际执行，培养他们成为文化洞察力的专业人士，并给出客户有价值的商业分析和解决方案。

工程师—技术服务

技术服务团队Technology Service (TS) team熟悉所有数据源的采集，为分析师团队提供全面技术解决方案，全程跟踪数据采集、数据质量、数据挖掘，并提供其他服务（降低数据成本、监控项目质量、追踪项目进度、KF、Gephi图等一系列工作）。

实习生招聘岗位

针对所有咨询类及研究类岗位，凯度旗下所有品牌公司提供全年实习工作机会。

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上海
地址：上海市恒丰路399号
达邦协作广场12-16楼
邮编：200070

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地址：北京市朝阳区东三环博瑞大厦A座15楼
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