

Research Surveys bought by international, BEE and management consortium

South Africa's leading market research company, Research Surveys (Pty) Ltd (RS), has been bought by a consortium led by one of the world's leading Market Research Groups, TNS, a new BEE partner, Kapela Investment Holdings (Pty) Ltd, and the senior management of RS.

Issued by [Research Surveys](#) 18 Jan 2007

The new company will be named TNS Research Surveys and will be headed by newly appointed CEO Margarita Putter. Margarita, who until recently was MD of Research Surveys, has been with the company for many years and in fact started her research career at TNS in London. Andrew Lancefield has been named chief operating officer and Karin Du Chenne becomes managing director.

TNS is a world leader in market information. It is the largest provider in the world of custom research and analysis and is a major provider of consumer panel data, media intelligence and TV audience measurement. It has a global network of over 1000 people employed in over 70 countries and is a world leader in delivering value added information and insights. In addition, TNS holds the global rights to the world's leading measure of brand commitment, the Conversion Model™, originally developed by Research Surveys.

Kapela, which will have a 25.1% shareholding, is a partnership between a number of very senior professionals with a wealth of experience in both the public and private sectors. It aims to play an active role in assisting TNS Research Surveys in optimising new business and entrenching existing relationships. It has deep strategic management expertise with excellent BEE credentials.

RS is South Africa's leading social and marketing insights company and has a track record of continuous growth for 27 years. Research Surveys is today acknowledged as SA's pioneering market research company which has revolutionised market research by providing clients with valuable insights and solutions to meet their strategic objectives.

"My vision for the company going forward is to keep on innovating, creating products and services that are absolutely compelling to our clients," Margarita Putter said. "Research Surveys is vibrant, dynamic and highly focused. We have extraordinary people providing extraordinary research solutions to our clients in both the public and private sectors. With our new impressive empowerment credentials, as well as access to the considerable resources, products and expertise of TNS, we have a fresh, new and sassy face to offer our clients," she added.

The new company will be part of TNS's Asia Pacific, Latin America, Middle East and Africa region.

■ **Charting 20 years of brand value: Kantar BrandZ 2025 ranking reveals the world's most valuable brands**

15 May 2025

■ **The Kantar Diva 2025 report reveals what it's really like being an LGBTQIA+ woman in the workplace** 24

Apr 2025

■ **Diary of a CMO: What's marketing's contribution to profit?** 23 Apr 2025

■ **Kantar Creative Effectiveness Awards 2025. Connecting with people in the age of AI** 9 Apr 2025

■ **Diary of a CMO: What's the secret recipe to combat private label?** 25 Mar 2025

[Kantar](#)

KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients **understand people** and **inspire growth**.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>