Kantar Public rebrands globally to become Verian

Thursday 9 November 2023

Following the divestment of Kantar Public from Kantar Group in September 2022, the company has consolidated its separation and independence by rebranding in all operating markets across Europe, Asia Pacific (APAC) and the United States.

From 9 November 2023, Kantar Public will be known as Verian.

Dr Michelle Harrison, Global CEO at Verian (formerly Kantar Public) commented:

'After seven years, we have now completed our journey as Kantar Public, which was formerly a division of Kantar. Today, as an independent business, we start the next phase of our journey as Verian.'

Combining the Latin roots for 'truth' and 'the qualities of', the name captures the Group's global expertise in bringing evidence and insight to public policy and decision making in government and the public realm.'

As Harrison says: 'Our business works across all areas of the policy cycle, from research, programme evaluation, behaviour change, through to the creative execution of public communication. But at our heart, across all our diverse teams and continents, our people are in the profession of seeking truth for their clients. Through their research and consulting, on behalf of public policy makers, they are powering decisions that shape the world. That is how we capture our new brand purpose.

'I want to thank our Verian teams around the world for their support, commitment and dedication to maintaining a relentless focus on the needs and priorities of our clients and partners as we continue to help solve the next generation of public policy challenges. We look forward to sharing more in the coming weeks.'

About Verian

Verian is a world leading, independent research, evidence, evaluation, and communications agency, providing services to government and the public realm.

We work with our clients to help solve the next generation of public policy challenges.

With offices across Europe, APAC and in the US, our consultants and researchers are supported by our unique global data ecosystem. We provide gold standard data on the economy and society to decision makers and engage directly with many millions of citizens each year on their behalf.

Combining expertise in human understanding with advanced technologies and data science, our work with clients creates policy interventions, designs better public services, and unlocks behaviour change.

We support the rapid development of policy thinking in moments of urgency. We implement policies on the ground. We build communications to reach diverse and complex audiences.

We bring global best practice and local expertise.

We are Verian. Powering decisions that shape the world.