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Synovate Aztec comes to Joburg

BRYANSTON – A second office in Southern Africa has recently been opened in Johannesburg for scan data agent and service provider, Synovate Aztec.

This follows after Synovate Aztec launched into the South African market 'via Cape Town' only 9 months ago, when Synovate acquired Infocy, an alternative, up and coming Southern African information management and analytic partner working in the Southern African FMCG space.

'Naturally, through our continued growth we anticipated needing to have an office in Johannesburg to both simplify servicing our existing clients as well as to provide a platform to service many new clients as we expand the Aztec practice in Southern Africa' explains Tim Willard, Director at Synovate Aztec in South Africa. 'We are both excited and very confident that with our Johannesburg presence and Team now in place, we are very well positioned to do both of these things very well and as a result substantially grow our business'

Synovate Aztec represents a fresh approach to using retailer scanner data in South Africa and is committed to making the use of scan data meaningful to both manufacturer and retailer clients alike. Since establishment in 1995, Aztec has built a winning business supplying scan data management and analysis tools, solutions and services to retailers, manufacturers and brand owners based on grocery, liquor and pharmacy retailers' scan data. The business is now represented on 4 continents and continues to grow and expand, being responsive to both client needs and the use of technology to enable quick turnaround of meaningful market insights, using market leading software and tools supported by a highly qualified, enthusiastic Client Service team.

Kevin Kruger, Group Account Director at Synovate Aztec, will be heading up the Johannesburg office, situated at the Campus in Bryanston. Kevin can be reached on 011 709 7800 or on email at kevin.kruger@synovate.com.

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About Synovate

Synovate Aztec offers data agency and value-added data processing, software, training and support services across the grocery, pharmacy, liquor, mass merchant and petrol / convenience channels.

Synovate Aztec in South Africa was formerly know as Infocy.

More information on Synovate Aztec can be found at www.synovate.com/aztec

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients cohesive global support and a comprehensive suite of research solutions. Synovate employs over 5,500 staff in 50 countries.

More information on Synovate can be found at www.synovate.com or www.synovate.com/southafrica