



**Media Relations:** Sweta Patra; [sweta.patra@nielsen.com](mailto:sweta.patra@nielsen.com) / Gideon Choo; [gideon.choo@nielsen.com](mailto:gideon.choo@nielsen.com)

## **NIELSEN LAUNCHES STATE-OF-THE-ART NEURO LAB WITH ECONOMIC DEVELOPMENT BOARD IN SINGAPORE**

**Singapore, 14 June 2018** – Nielsen, a global measurement and data analytics company, has today announced the official launch of the new Singapore-based **Neuro Lab**, in partnership with the Singapore EDB (Economic Development Board). This collaboration, since February 2015, has seen EDB support Nielsen Singapore in the development of the Asia Innovation Center and the Asia-Pacific hub of the Innovation Lab in Singapore to build, develop and innovate digital ideas, prototypes and solutions, for organizations within Asia.

The state-of-the-art Neuro Lab will enable clients to optimize the effectiveness of advertising (video, print and digital) spend, packaging, in-store elements and more. Nielsen will bring to the table its most complete suite of consumer neuroscience tools at a global scale, tailored to each client's specific needs.

EEG (Electroencephalography), Facial Coding and Eye Tracking tools will be employed in the lab to capture emotion, attention, memory activation responses by the consumer. Complementing these solutions, will be a self-reporting tool for clients to capture the voice of the individual. Holistically, this comprehensive suite of solutions will paint an unprecedented picture of the consumer, by deciphering both conscious and nonconscious responses.

"As the prime gateway to Southeast Asia, Singapore is a natural choice of selection for innovation owing to its world-class talent pool, steady flow of investments and innovation-led economy," said Johan Vrancken, Managing Director, Nielsen Singapore. "The establishment of the Neuro Lab is part of Nielsen's commitment in helping brands search for the answer of the next big thing. We are zealous about this approach of marrying science and data, confident that it can be the driving force of innovation in Asia, addressing the growing needs of our clients."

"We are pleased with Nielsen's decision to establish its Neuro Lab in Singapore as part of the expansion of its Asia Innovation Centre. The growing sophistication of Nielsen's market research and digital capabilities in Singapore is aligned with our focus on developing competencies in Asian-focused consumer insights and innovation. The set-up of the Neuro Lab is a strong vote of confidence in our local talent and we are confident that it will contribute to the ability of companies here to understand and succeed across diverse Asian markets," said Ms. Thien Kwee Eng, Assistant Managing Director, Singapore Economic Development Board."



## **ABOUT NIELSEN**

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).