

Fall 2023

GfK Group

Jordan Davis-Cheshire
Bowling Green State University, jdavisc@bgsu.edu

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GfK Group

Jordan Davis-Cheshire
Bowling Green State University
MDIA 4610 - Dr. Louisa Ha

Background

- Founded in 1934 by university professors
 - Ludwig Erhard
 - Headquartered in Nuremberg, Germany
 - GfK is an acronym in German
 - Translates to “Society for Consumer Research”
 - Current CEO: Jim Peck
-

Products/Services

- Solution Categories
 - Marketing and Sales Effectiveness
 - Brand Insights
 - Consumer and Shopper Intelligence
 - Media Measurement
 - Market and Retail Intelligence
 - Ad Fit Optimizer
 - Brand Architect
 - Campaign Amplifier
 - Daily Pricing Monitor
 - Experience Effects
 - FutureBuy®
 - Geo+ Target Groups
 - HEMS Data Tracking
 - Integrated Solutions
-

Countries/Markets Served

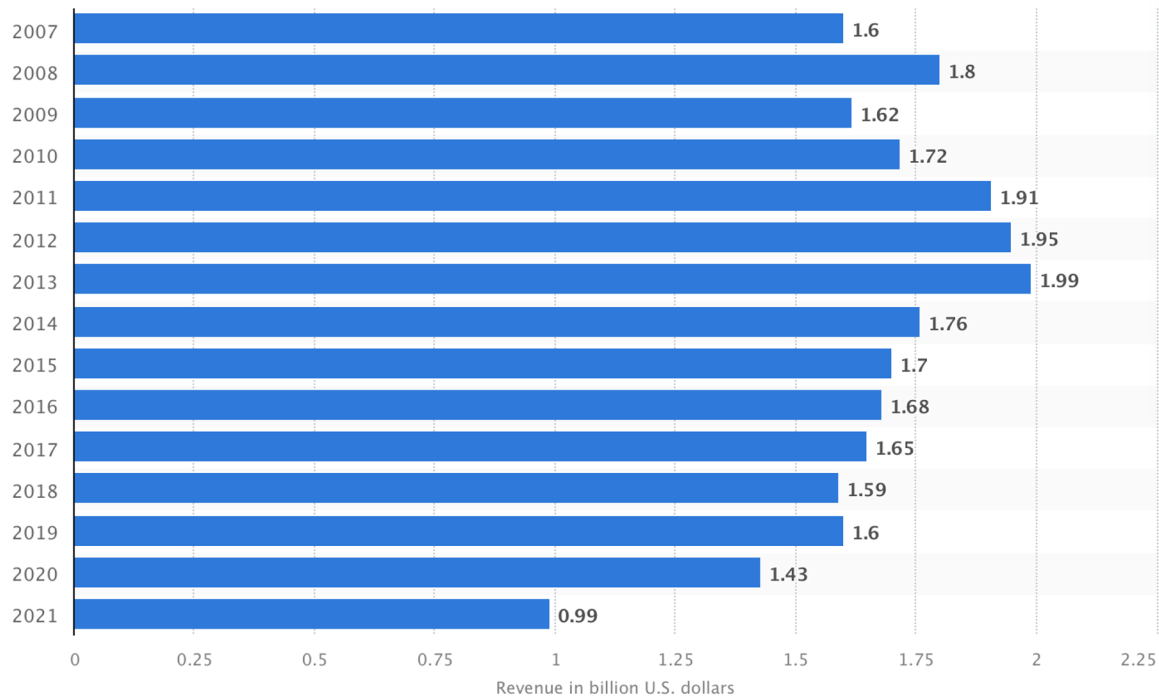
- Research locations in 100+ countries
 - Offices in 50+ countries
 - 21 U.S. offices
 - Industries
 - Technology and Durables
 - Consumer Goods
 - Retail
 - Automotive
 - Media Entertainment
 - Financial Services
-

Clients

- Char-Broil
 - IKEA
 - HP
 - Lenovo
 - Nespresso
 - Pepsico
 - Philips
 - Samsung
 - Unilever
-

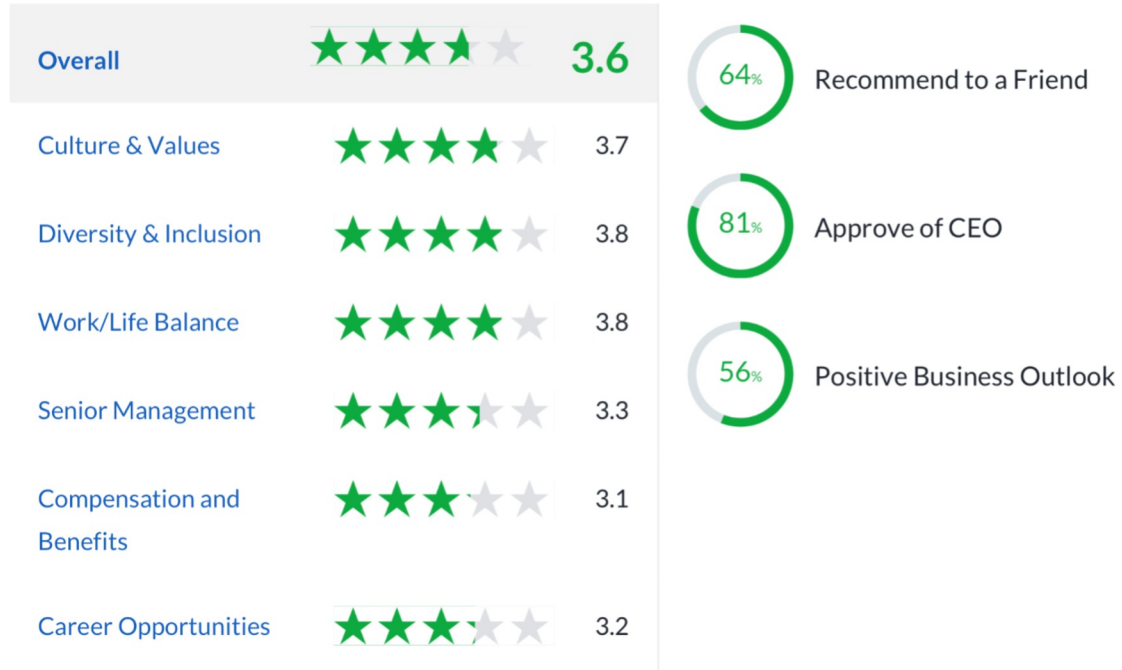
Research revenue
of GfK worldwide
2007-2021

Company Performance



GfK Ratings
glassdoor.com

Company Performance cont'd



Latest Initiatives

- July 2023
 - NielsenIQ buys GfK
 - August 2023
 - GfK partners with Meta
-

Career Opportunities

- Interviews and Recruiting
 - GfK application only requests a resume
 - Prefer face-to-face interviews
 - Interviews are behavior based
 - Business and math aptitude tests where applicable
 - 18 target schools in U.S.
 - Current entry level openings (gfk.com)
 - Junior Client Data Analyst
 - Internship Client Solutions Support
-

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