



## **Global lifestyle and clothing brand GANT selects Nepa as brand tracking provider in all major markets**

Understand and increase marketing effectiveness through deeper understanding of the market.

**STOCKHOLM, Sweden (Feb 4th, 2020)** – Nepa, a leading Consumer Research and analytics company, providing insight solutions to drive brand and sales by increasing marketing effectiveness, has been chosen by GANT to implement and run a brand tracking program to help GANT understand all their main markets, set goals and drive growth going forward.

"We chose Nepa as a brand insight partner after doing a study with them where they really showed their skills in understanding our brand and our opportunities. Since this is a global assignment, the collaboration will be an important component in our strategy going forward since our brand's strength is of highest priority for us." said Eleonore Säll, Executive Vice President of Global Brand at GANT.

"GANT is an iconic brand and we are absolutely thrilled to be working with them with what we do best, brand tracking and advisory on multiple markets as a fundament for effective building of brand and business," said P-O Westerlund, CEO at Nepa.

### **About GANT**

GANT is the original American lifestyle brand with European sophistication, offering premium clothing, accessories and home furnishings for men, women and kids. Born in 1949 on the campuses of the American East Coast universities and raised in Europe, GANT enjoys a global presence in over 70 markets, 750 stores and 4,000 selected retailers. Please visit [gant.com](http://gant.com) for more information.

### **About Nepa**

Headquartered in Stockholm, with offices in Norway, Finland, Denmark, UK, USA, and India, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies six times since 2011. The company is publicly traded at the Nasdaq First North Growth Market stock exchange since 2016. Erik Penser Bank AB is Nepa's Certified Adviser (phone: +46 8-463 83 00, e-mail: [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se)).

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