



Nielsen Unveils New Brand Identity

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As it continues to battle complaints about its measurement methodology in the all-new and ever-expanding media environment, Nielsen unveiled its new look on Monday, complete with new brand purpose statement: "Powering a Better Media Future for All People."

Following the sale last March of its retail-measurement business, Global Connect, to private equity investor Advent International in partnership with former TransUnion CEO Jim Peck, Nielsen says it's now focused on delivering digital-first and global-first media solutions in three areas: measurement, audience outcomes and content services. Nielsen has come under fire in recent months for failing to accurately measure viewership shifts during the pandemic, and that caused industry watchdog group Media Rating Council to suspend its accreditation in September. Nielsen is now working to regain the industry's trust, although major media corporations, such as Comcast-owned NBCUniversal are looking into creating their own measurement solutions

Nielsen has long been working on combining its measurement solutions-which include digital, TV, streaming, audio and cross-media-into a single cross-media measurement solution called Nielsen One. Nielsen also offers marketers and agencies a full suite of media planning and outcome applications. And it continues to enhance its metadata-based suite of Gracenote content services.

"While our business has transformed dramatically over the past few years, it became clear that perceptions of the company have not evolved at the same pace," said Jamie Moldafsky, Nielsen's chief marketing and communications officer in a statement. "The rebranding marks a new Nielsen both inside the company and out, with a strategy hyper-focused on the global audience and the changing media environment. Nielsen's core values of inclusion, courage and growth, along with its clear strategy, will power the company's transformation as we partner with the industry and our clients to help them better understand how evolving audiences consume media and find content."

The redo includes an all-new logo for the measurement service, highlighted by four triangles-meant to indicate the universal play button-in contrasting colors. In the space between the triangles, an "N" is formed, "signifying insights revealed by Nielsen's data and the constant momentum in media," the company said.

The logo's new colors speak to diversity in today's media. The purple triangle leads the way, pointing ever forward. The green and orange triangles represent movement upwards and downwards, an expression of ratings and of the popularity of content across platforms. The red triangle nods towards content neither seen nor heard. "Data and insights are just as much about what people don't choose to consume, as what they do consume," the company said.

Nielsen's new brand identity was unveiled at Advertising Week 2021, held Oct. 18-21 in New York City. Signage showcasing the new brand elements is prominently displayed on the fifth and sixth floors of Hudson Yards where the conference is being held, and Nielsen is hosting a daily breakfast at its branded lounge each day.