



Press Release

Ipsos introduces new Market Measurement

Global business unit

Paris, June 30, 2015 – Ipsos conducts various retail measurement activities in a significant number of countries. The company operates category specific retail panels and food service monitors. It runs one of the largest consumer panel samples globally in Turkey.

Ipsos is now re-structuring all these practices into one Business Unit which will be managed globally. Ipsos Market Measurement aims to be recognized by manufacturers, distributors and retailers as a strong innovative partner for developing and tracking sales and purchase effectiveness.

As part of the Ipsos new tagline, “**Game Changers**”, the business unit will invest in new tools and methods to go beyond existing market practices.

Vural Çakır has been assigned to develop this global system; as Chief Strategy Officer, he will be the architect responsible for setting up this initiative, working together with **Renan Burduroğlu**, CEO of Ipsos Market Measurement. **Shane Farrell**, CEO of EMEA, will be the Global Head of the Unit.

Ipsos Chairman and CEO **Didier Truchot** comments: “Clients have a strong need for a new way of measuring retail sales and consumer purchases, with new tools providing comprehensive and consistent coverage across markets and environments. Ipsos Market Measurement will be partnering with clients to meet these needs. I believe we have an opportunity to Change the ‘established’ Game in these segments.”

About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery -. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance.

We are Game Changers.

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