



# Press Release

April 18, 2000

Under embargo until 5: 35 p.m. (Paris time)

## **Ipsos purchases Tandemar, Leader in advertising research in Canada**

**Ipsos and Tandemar Research Inc. just signed an agreement by which the Canadian company is to join the Ipsos group. This acquisition reinforces the Group's position in the advertising effectiveness research.**

Tandemar Research Inc, with offices in Montreal and Toronto, is the leader in advertising research in Canada. With a turnover of Can\$ 16.5 million in 1999 (Euro 10.4 million), it rapidly develops: in the past three years, its annual growth reached 20%.

With over 80% of its activities from Tracking and Brand Equity, Tandemar will be joining Ipsos-ASI The Advertising Research Company which offers Ipsos international expertise in the field of advertising research. Tandemar has actually been the Canadian licensee of Ipsos-ASI's leading Next\* TV copy test for the past eighteen months and has partnered on other global projects in the past.

Tandemar Research Inc. which was created in 1986, employs over 100 staff. It is currently held by its two founding partners, John Hallward and Alix Davenport, who – according to the agreement - will go on developing the company's business in the North-American market.

***Didier Truchot**, co-president of Ipsos, and president of Ipsos-ASI The Advertising Research Company, states: "I'm happy to have the Tandemar team join our Ipsos-ASI group. Their expertise in advertising effectiveness research will help complete and fill out the North American business. This helps to match our clients' interest for more and more global and multi-country advertising".*

***John Hallward**, Principal, Tandemar Research says "This deal is the best possible partnership we could have ever hoped for which greatly expands our business opportunities in the US and globally. It allows us a strong platform to expand our leading Canadian products to other countries".*



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**Ipsos-ASI The Advertising Research Company**

*Ipsos-ASI is established in North-America (United States and today in Canada, Latin America, Europe, South-East Asia (Hong Kong), China and Australia. It offers worldwide Ipsos-ASI Next\*TV, as well as a complete range of advertising post-tests, advertising campaign and brand tracking and equity. The Ipsos-ASI Interactive department measures online advertising effectiveness.*

*Ipsos-ASI The Advertising Research Company turnover reached Euro 64 million in 1999, an 28% increase on 1998, accounting for over 25% of the Group's turnover. The Ipsos Group is currently one of the world's leader in this type of studies.*

**Ipsos in Canada**

*Tandemar is the second Canadian company to join the Ipsos Group this spring. On March 22, Ipsos has announced the acquisition of **Angus Reid**. With a turnover of Can\$ 50 million in 1999 (Euro 31,5 million), Angus Reid is the leading Canadian research company, specialized in both Marketing and Opinion research.*

**International Mood Explorer**

The Ipsos emblem which describes its field and vocation, that of an international group which specialises in market and social research carried out on behalf of brands, companies and institutions.

Ipsos turnover reached Euro 230,7 million in 1999 and has been listed on the Nouveau Marché of the Paris Stock Exchange.

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