



Press Release

Ipsos UK, Market Research Agency of The Year

Paris. December 19 2002. Ipsos UK has been singled out as the Market Research Agency of the Year by the Marketing magazine. The magazine cited Ipsos' long list of innovative research methods, many of them harnessing the latest technology.

Richard Silman, CEO said, "I am pleased that the wealth of talent working at Ipsos UK has been recognised in 2002. Especially given the tough market conditions -our investment in staff and ideas has paid off."

In 2001, the winner was Taylor Nelson Sofres.

This long list of innovative methods includes:

- Work with Diageo subsidiary Translucis, who project a mixture of editorial and advertising onto plasma screens in bars and cafes. Ipsos have developed a methodology to measure viewing via miniature video cameras mounted on screens to analyse the number of people looking at the screen.
- Ipsos was the first agency to develop a means of testing interactive advertising.
- Ipsos is the first in the UK to use double-screen computer assisted interviewing.
- Using virtual reality technology, the company is also able to create virtual shops in which the consumer can freely explore shelf displays, promotion and packaging.
- Ipsos is currently pioneering new methods of modelling the effects of advertising promotion on price and sales.
- Ipsos' Next*Idea branded product is one of the few largely quantitative systems available for advertisement testing at the storyboard stage.

In the UK, Ipsos ranks fifth in the research market (after Kantar, Taylor Nelson Sofres, NOP and NFO). Ipsos UK turnover is expected to reach 68 million euros in 2002. They also are renowned for media research expertise under the brand name Ipsos-RSL.



Press Release - continued

The Ipsos primary specialism is in marketing research which is represented by Ipsos-Focus in the UK and Ipsos-ASI for advertising research. With Ipsos Reach, Ipsos offers an international range of sophisticated and innovative data collection services.

The Ipsos group ranks third among global survey-based research companies and focuses on five core specialisations – Marketing, Advertising, Media, Opinion and CRM. The company continually invests in state-of-the-art data collection, data handling, and data analysis to ensure future growth.

Ipsos, Profiling People

A worldwide group specializing in research for brands, companies, and institutions.
*'Consumers, citizens and clients, we can be all of these in turn and at the same time.
Ipsos researchers solve these psychological and sociological puzzles,
enabling us to identify what unites and what differentiates us as individuals.'*
At Ipsos, we call this approach *'Profiling people'*.

Since July 1, 1999, Ipsos has been listed on the Nouveau Marché of the Paris Stock Exchange, and is part of SRD, SBF 120 Index (as of December 20) and Next Prime Index.

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