



Presse-Information

Ipsos Selects Realeyes to Provide Facial Coding Emotional Response Metrics for Deeper Insights into Consumer Emotions

Hamburg, May 6th, 2014 - Ipsos is pleased to announce a global agreement with London headquartered Realeyes as their provider for Facial Coding and Body Gesture response metrics. Realeyes provides state of the art, scalable and cost efficient emotional analytics using a platform to measure how people feel while they view advertising and communications content.

Realeyes video analytics are facilitated through regular web or mobile cameras capturing consumer response among consenting viewers. Emotions are recorded in real-time to provide brands with analysis for profiling universal emotions using machine learning software, as well as physiological measures for attention and heart rate.

"We selected Realeyes as our partner provider" says Elissa Moses, Ipsos EVP and Global Head of the Ipsos Neuroscience Innovation Centre, "because they have easily scalable state of the art facial coding technology, norms for over 30 countries and as many categories, and a deep R&D bench. That bench includes a prestigious scientific board of advisors with members such as Professor Maja Pantic, world renowned expert in machine analysis of human non-verbal behaviour, plus a dedicated research lab in Budapest brimming with scientific talent."

Mihkel Jäätma, Realeyes CEO and Co-Founder, is proud that the company is now the technology leader in webcam-based emotions measurement but continues to always be looking for the next step in establishing Realeyes at the forefront of the industry. Ipsos is excited to collaborate on R&D with Realeyes in this area to further advance the understanding of what Moses refers to as *"the language of the face and the body."*

Ipsos is rapidly integrating facial coding into ad tests and other media evaluations to capture the overall emotional engagement on a moment by moment basis. To date they have applied the technology to studies in 15 countries and numerous key clients.

According to Yannick Carriou, CEO of Ipsos ASI and MediaCT, *"Realeyes facial coding makes it easy to have an unconscious measure of consumer engagement. This is critical in evaluating ad's ability to have an opportunity for impact. Without engagement, there are low odds that an ad will be effective."*

Ipsos offers the best methodologies for providing understanding to consumer response knowing that the integration of System 1 unconscious measures such as facial coding with proven System 2 cognitive measures such as ASI Next*Connect provides clients with the best arsenal for comprehensive understanding and prediction of in-market performance.

About The Ipsos Neuro Innovation Centre

The Ipsos Neuro Innovation Centre (Neuro IC) is dedicated to creating state-of-the-art integrated methodologies where the best of System 1 Neuro Insights converge with proven predictive System 2 Cognitive measures. This provides clients with deep expertise and understanding of the unconscious drivers of consumer response in context of rational feedback.

The expansive Ipsos neuro portfolio incorporates the most advanced Facial Coding, Implicit Time Test (IRT™), Biometrics, EEG and Eye Tracking available today .

The Ipsos Neuro IC is committed to providing depth of insight to clients, comfort for respondents and ideally, scalable, cost efficient methodologies. They have developed integrated solutions for ad testing, tracking, brand health, concept evaluation, package testing, shopper behavior and qual that use the best of both cognitive research and neuroscience. The expert Neuro IC team is comprised of academic PhD neuroscientists and hands-on seasoned applied neuroscience practitioners with deep experience in all integrated tools.

Ipsos is a global provider of multiple neuromarketing tools, with deep scientific and business application expertise. Clients include the largest multinational CPG, beverage, pharmaceutical, automotive and financial service companies.

For more information: neuro.innovation@ipsos.com

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 86 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 million (2 274 M\$) in 2013.



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