



Press Release

Ipsos Clients Recognized with Prestigious Ogilvy Advertising Research Awards

Cigna wins Gold for Impact on the World Award Merck wins Bronze for Big Data Award

New York, NY, March 23, 2017 — Ipsos is proud to congratulate clients Cigna and Merck for their success at the Advertising Research Foundation's (ARF) prestigious David Ogilvy Awards. Both Cigna and Merck were honored for excellence in advertising research during the awards gala held during the 2017 Re!Think in New York City on March 20.

The ARF David Ogilvy Awards recognize the vital role of insights in effective advertising. The Masters of Insight awards are given to companies that showcase creative approaches to analytics and consumer insights, and who lead innovative partnerships with the entire creative team.

Cigna's "TV Doctors of America" earned Gold in the *Impact on the World* category. Cigna partnered with Ipsos Connect to test their campaign featuring unlikely, but recognizable spokespeople: fictional doctors. They wanted to confirm their ad would capture the viewer's attention, ensure that the creative work effectively linked to the brand, and would drive viewers to action. By applying Ipsos Connect's Pre-Test Design research techniques, we were able to ensure that the actors in their ad, from beloved series M*A*S*H, ER, Scrubs, House and Grey's Anatomy, struck an emotional cord with viewers and successfully delivered Cigna's message of 'getting your annual check-up.' Advanced techniques, such as facial coding technology, also provided the invaluable data confirming audience engagement during the ad.

"Cigna's win was a sound endorsement of Ipsos Connect's methodology and ability to take on the challenges of today's media landscapes. We are proud to have been a part of its success." said Caryn Brouwer, Senior Vice President, U.S., Ipsos Connect.

[Click here to watch TV Doctors of America](#)

[Click here to read Cigna's ARF Case Study](#)

Merck's campaign, "ARMOR Up" won Bronze for the *Big Data* category. Merck and their agency, DDB, partnered with Ipsos Connect and Ipsos Healthcare to determine the creative route needed for their campaign.

"We combined the power of quantitative and qualitative data to understand the initial creative strength and opportunities across multiple rough creatives," remarked Ivana Sinclair, Senior Vice President, North America, Ipsos Connect. "Our goal was to infuse consumer learning earlier into the creative development process to help Merck choose which one of three executions to bring forward to communicate their brand story successfully. Our team is very proud to have had the opportunity to help Merck in this capacity and are very excited to have them recognized with this award".

[Click here to watch Merck's ARMOR Up](#)

[Click here to read Merck's ARF Case Study](#)

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Press Release – continued –

“Congratulations to all the winners of this year’s Ogilvy Awards, recognizing their excellent work” said Pierre Le Manh, CEO, North America, Ipsos. “Seeing Cigna and Merck awarded for their creativity and expertise is a great demonstration of creative research, insights and partnership that brings to life award winning advertising. We’re proud of both clients and the partnerships we have together to help them drive award winning campaigns.”

The ARF David Ogilvy Awards for Excellence in Advertising Research celebrate the extraordinary and/or creative use of research in the advertising development processes of research firms, advertising agencies, and advertisers. Named after advertising legend David Ogilvy, The ARF David Ogilvy Awards for Excellence in Advertising Research annually celebrate his spirited advocacy of research in making good advertising better, recognizing the role of consumer research in creating successful advertising.

[Visit this page to learn more about the awards.](#)

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About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 88 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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