



Press Release

Ipsos Marketing Enriches Path to Purchase Expertise with New Global Practice Leader

Alison Chaltas Joins Ipsos Marketing as Global President, Path to Purchase

New York, NY, May 18, 2017 — Ipsos Marketing continues to expand its path to purchase and shopper expertise with the addition of shopper marketing pioneer Alison Chaltas, who has been appointed Global President, Path to Purchase. Alison brings to Ipsos her vast experience in retail strategy and consulting, e-commerce, and shopper insight. She has spent the last two years as the head of her own marketing and sales consultancy firm and, prior to that, served as EVP Shopper & Retail Strategy at GfK. After launching her career at P&G, Alison co-founded Interscope, a consulting firm specialized in helping clients build brands through retail, which was acquired by GfK in 2010.

According to Lauren Demar, Global CEO, Ipsos Marketing Quant, “E-commerce, digital touchpoints and the rise of the omni-channel shopper offer a myriad of marketing opportunities for our clients. As a leader in our industry, Alison will help our clients to leverage the new retail reality to their advantage— online, in-store and along the way.”

In her new position, Alison will manage and develop Ipsos’ portfolio of path to purchase and shopper solutions, most notably LIFE Path, Ipsos’ latest path to purchase solution that helps clients understand and impact shoppers’ choices along their journey. She will also lead the team in consulting with clients on how to better influence the path to purchase, address challenges related to shopper marketing and its linkage to consumer marketing, and activate insights to grow their business and gain competitive advantage.

“Ipsos is at the forefront of developing leading-edge path to purchase and e-commerce solutions,” says Alison. “With holistic approaches that integrate quantitative and qualitative research, social media, passive metering, and behavioral science, Ipsos is helping clients to make better decisions at every touch point. I am excited to have the opportunity to bring these solutions to the next level and help our clients to leverage them to address their challenges.”

Alison has an MBA from Northwestern University, and did her undergraduate work at Harvard University where she concentrated in Economics.

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About Ipsos Marketing

At a time when marketing is going through a revolution fostered by technology and globalization, Ipsos Marketing helps clients define their marketing strategy, understand market opportunities and consumers' path to purchase, build brands, services and products that are truly relevant and differentiated, and optimize the allocation of their marketing expenditures. At Ipsos Marketing, we distribute information in real-time within clients' organizations by leveraging mobile and digital solutions and running activation sessions. We integrate knowledge by combining various sources of data enriched by business analytics.

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. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; 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 €1,782.7 million in 2016.

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.

Ipsos is listed on Eurolist – NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index
and is eligible for the Deferred Settlement Service (SRD).

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