



Press Release

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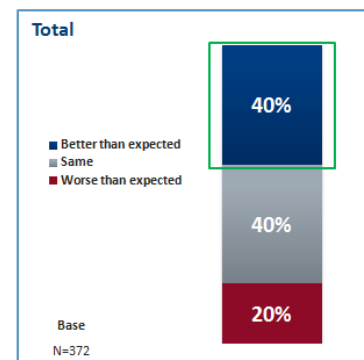
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Ipsos/Campaign Asia-Pacific 2013 Marketer's Outlook study: APAC Marketers more optimistic about 2013

Following a better-than-expected year, marketers are more optimistic, but will place greater emphasis on growing brand loyalty, integrated campaigns, ROI and overall effectiveness.

Compared to the rather grim forecasts emanating from Europe and the US, brand owners across Asia Pacific are positively buoyant about the new year - with 7 out of 10 marketers expecting their brands to perform better in 2013 as compared to last year.

Their optimism translates into more spend. Less than one in five marketers expect a decrease in budgets for the new year (16%) with more than half expecting an increase - indicating higher levels of competition for consumer attention in the year of the snake and a renewed focus for cutting through the noise.



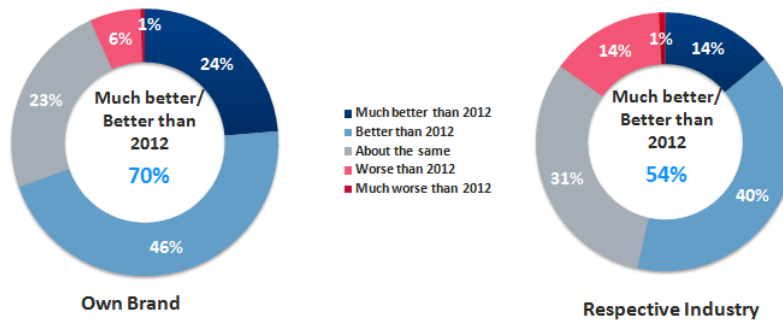
**Company Sales
Performance in 2012**

"With sectors from automotive to finance, healthcare to consumer products all demonstrating positive outlooks for 2013; we expect to see smarter spending and strategic deployment of always-limited-resources so that marketers can focus on communicating with their most profitable customers. Learning how to tailor content, channel, frequency and message to emotionally engage with key segments will be the difference between budgets well spent and money wasted," says Darlene Lee, Managing Director of Ipsos Hong Kong.

Overall Expected Outlook of Own Brand & Industry in 2013

15

Marketers are highly optimistic about their brand outlook in 2013, but are more conservative towards their respective industry outlook.



B1. How do you feel about the outlook for your brand/industry sector in 2013?
Base: All marketers (N=372)

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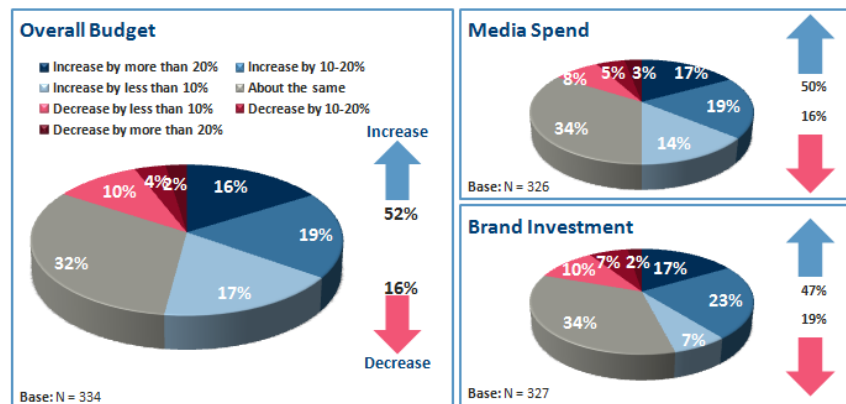


Effectiveness measurement tops the list as the key priority for marketers while many are concerned with brand loyalty as the primary challenge. But are agency partners up to the challenge? Less than half of marketers rate their agency partners as understanding the digital space, indicating some opportunities to improve digital media effectiveness - particularly since nearly half of marketers expect to increase their digital media spend by 30% or more this year.

Expected Change in Budget for 2013

18

Half of marketers plan to increase their overall marketing budget including media spend and brand investment, reinforcing the positive sentiment in 2013.



B2. Compared to 2012, how would you describe your levels of planned overall budget for marketing investments in 2013?

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Social media and mobile marketing top the list as most effective medium in the next three years. More alarmingly, six out of ten marketers intend to review their agency partners this year.

The full report on the Marketers' Outlook study, [available only to Campaign subscribers](http://www.campaignasia.com/Article/335284,marketers-outlook-study-where-will-budgets-go-in-2013.aspx), details marketers' opinions on many issues for the year ahead, including:

- Strong and weak sectors
- Most effective media
- Biggest challenges: ROI/measuring effectiveness, delivering truly integrated campaigns
- Intention to review agency relationships
- Expectations for marketing budgets
- Allocation of budget among media (TV, digital, print)
- Agency performance versus key priorities

Full report (Subscribers)

<http://www.campaignasia.com/Article/335284,marketers-outlook-study-where-will-budgets-go-in-2013.aspx>

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About Ipsos

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion (\$1.6 billion U.S.) in 2010. Visit www.ipsosasiapacific.com to learn more about Ipsos' offerings and capabilities