



PRESS RELEASE

Ipsos clients honored for research in advertising

Advertising Research Foundation highlights campaigns by STEGLUJAN/Merck, Stella Artois and Gardasil 9/Merck.

11 October 2021 — Several of Ipsos' clients won awards at the David Ogilvy Awards from the Advertising Research Foundation on Oct. 8, 2021.

In order to be nominated for an Ogilvy award, ads must demonstrate three things: well-executed research sparking the launch of the campaign, creativity and a market impact. Ipsos partnered with these companies and contributed valuable research towards their award-winning campaigns.

The awards pay tribute to the late David Ogilvy, founder of his namesake agency and author of some of the fundamentals guidelines and axioms that still drive advertising today. The Ogilvy Awards celebrate his forward-thinking belief in the importance of research behind effective advertising.

Here's a sample of the outstanding ads for which Ipsos was a research partner.

STEGLUJAN/Merck won bronze in the pharmaceuticals category for its "I'm the Type" campaign.

Nearly one in five U.S. adults have Type 2 Diabetes, with the age of diagnosis skewing increasingly younger. Ipsos' research for STEGLUJAN addressed today's sufferer who aspires to control diabetes despite a hectic lifestyle. Based on insights from a multi-phased research plan, the TV spot showcased a range of diverse patients.

A wide range of research was used in developing the campaign. Ethnography research was conducted with diverse T2D sufferers and health care professionals to understand in-home and practice pain points. Along with this, a franchise-wide segmentation integrating learning from ethnography, previous brand segmentations, a digital proficiency study and behavioral economics was conducted among a large sample of US T2D sufferers.

Despite a delayed launch due to COVID-19, the campaign successfully increased awareness, website traffic and drove new prescriptions.

Stella Artois won bronze in the Food & Beverage category for its "The Life Artois" campaign.

Ipsos Creative Excellence and ABI partnered during a two-year journey to bring "The Life Artois" campaign to life. At the peak of the campaign, Ipsos pre-tested a new creative, which met action standards in most markets but showed opportunity in the United Kingdom. Ipsos helped the client nurture ads to rerun in multiple markets and provided them with advice on how to adapt and optimize.



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Gardasil 9/Merck won silver in the pharmaceuticals category for its “Not My Child” campaign.

Ipsos helped identify, size and prioritize the most viable audience for a campaign focusing on the human papillomavirus (HPV), the most common sexually transmitted virus in the U.S. The “Not My Child” campaign for Merck leveraged parents’ natural instincts to protect their child. Segmentation research with Ipsos uncovered two primary audiences that demonstrated the values and behaviors that Merck could effectively message against. While the segmentation successfully identified many of the rational drivers and barriers to HPV vaccination, a more holistic understanding was also needed to develop the advertising. Leveraging behavioral science, journey research brought the segments to life by revealing the underlying emotional drivers and barriers along the vaccination journey.

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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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