

Ipsos Launches Mobile Package Solution Driven by Behavioral Science

New York, NY – Recognizing that successful package design must perform well in-store *and* drive saliency on the mobile devices where people increasingly shop, Ipsos Marketing has developed a behaviorally driven pack testing solution. Inspired by apps like Tinder and Amazon, Ipsos' new pack screening solution leverages behavioral science thinking to better capture System 1 decision-making in a visually-engaging device agnostic survey.

According to Ian Payne, SVP Ipsos Marketing Quant, "Our new screening solution embeds behavioral science principles enabling rapid-fire, intuitive decision-making and ultimately higher quality data. We present packs in their competitive context and compare reactions on explicit and more non-conscious responses like reaction time. With turnaround time as fast as one week, our clients can quickly benchmark the demand for their new pack, measure how well they stand out from a competitive clutter, and determine if their design triggers associations aligned with strategic and tactical objectives."

Lauren Demar, Global CEO of Ipsos Marketing Quant, adds, "Our new package screening solution reflects the intersection of behavioral science and technology and, at the same time, embodies our proven philosophy of testing within the competitive context. We are excited to offer this solution, which meets client demand for faster, better and 'more like real life' and, at the same time, fulfills the consumer's desire for shorter, simpler, more engaging surveys. It is a win-win solution!"

Ipsos' latest approach is 100% mobile capable, device agnostic and part of their suite of package testing solutions. Ipsos continually innovates its package testing suite, which includes leading-edge approaches that deliver new levels of contextualization and behavioral understanding (for example, non-conscious measurement, online eye-tracking and virtual reality to bring new pack designs to life for evaluation in realistic environments before any prototypes are developed).

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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 the 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.

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).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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