



# Press Release

## Lowe's Companies, Inc. To Join Duke-Ipsos Board

### Duke-Ipsos Research Center and Think Tank announces Lowe's as their tenth Board Member

**New York, NY, January 18, 2018** — The Duke-Ipsos Research Center and Think Tank are welcoming Lowe's to the Duke-Ipsos Research Center as a board member. Lowe's, a FORTUNE® 40 home improvement company serving more than 17 million customers a week in the United States, Canada and Mexico, becomes the tenth member company on the board of the Duke-Ipsos Research Center, a behavioral science think tank and collaboration between CPG/OTC manufacturers, academics and retailers.

"Joining the Duke-Ipsos board represents a fantastic opportunity to work with other thought leaders in the field of behavioral science to improve the consumer experience," said Doug Jennings, Vice President of Data, Analytics, & Customer Insights at Lowe's. "With the increased proliferation of consumer choice, translating insights into better shopper experiences has never been more critical to winning in retail. The Duke-Ipsos Research Center & Think Tank provides a combination of academic and business expertise within the field of behavioral science to drive unique and meaningful insights to help Lowe's better serve customers and employees."

"As a premier retail brand with an extremely loyal customer base, we are very pleased to welcome Lowe's to the Center," says Mark Berry, Executive Vice President and U.S. head of Retail and Shopper Insights at Ipsos. "Their unique perspective and focus on the customer experience will significantly contribute to the Center's success."

The Center is co-led by Berry, along with Dr. Gavan Fitzsimons, Edward S. & Rose K. Donnell Professor of Marketing and Psychology at Duke. The purpose of the Center is to advance the knowledge of participating members through a better understanding of the decision theory associated with creating demand generation through the shopping experience. Board members consist of manufacturer and retail companies that guide the board on their research plans and share in the learning from the Duke-Ipsos Center's research projects. Participating retailers will also provide access to their stores for research testing.

**For more information on this news release, please contact:**

Mark Berry  
Executive Vice President, U.S.  
Ipsos Marketing  
+1 203-849-3756  
[mark.berry@ipsos.com](mailto:mark.berry@ipsos.com)

Address: 360 Park Avenue South, 17th Floor  
New York, NY 10010  
Tel: +1 212-265-3200

Contact: **Mark Berry**  
*Executive Vice President, US, Ipsos Marketing*  
Email: [mark.berry@ipsos.com](mailto:mark.berry@ipsos.com)  
Tel: +1 203-849-3756



## Press Release – continued –

### About Duke University Fuqua School of Business

Duke University's Fuqua School of Business attracts and nurtures a new kind of business leader who has the power to bring out strength in others and move teams forward toward a common purpose. Our community is made up of students and faculty from around the world who thrive in an environment with differing viewpoints. We bring them together to inform a leadership style that inspires entire organizations to do better while doing what's best. With everything from full-time programs to those for working professionals, Fuqua gives students a safe place to push their limits and try new things in the format that works best for them. Ultimately, we measure the success of our graduates by their impact on workplaces and the world around them, by their relationships and reputations.

### 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 88 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 Euronext Paris.  
The company is part of the CAC Mid & Small index  
and is eligible for the Deferred Settlement Service (SRD).

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*  
[www.ipsos.com](http://www.ipsos.com)

Address: 360 Park Avenue South, 17th Floor  
New York, NY 10010  
Tel: +1 212-265-3200

Contact: **Mark Berry**  
*Executive Vice President, US, Ipsos Marketing*  
Email: [mark.berry@ipsos.com](mailto:mark.berry@ipsos.com)  
Tel: +1 203-849-3756