



Press Release

The Yale-Ipsos Think Tank announces new member companies advancing the practical applications of behavioral science

MetLife, Johnson and Johnson, and Royal Bank of Canada Newest Members

New York, NY, January 25, 2018 — Ipsos is pleased to announce that MetLife, Johnson and Johnson and Royal Bank of Canada are the newest members of the Yale-Ipsos Think Tank. The Think Tank is part of the Center for Customer Insights at the Yale School of Management. Its research demonstrates Ipsos' continued commitment to a critical and growing field of study within market research through its Behavioral Science Center led in North America by Namika Sagara, Ph.D. These new organizations join a strong roster of member organizations including Pfizer, SC Johnson, Merck, ConAgra Foods and Mars Inc.

"We are proud to join the Yale-Ipsos Think Tank," said Carlos Fonseca, Senior vice president of Marketing Science at MetLife. "This relationship reflects MetLife's commitment to behavioral science, which is key to activating our understanding of consumers as whole individuals and how they interact with products and services. We look forward to working with leading edge academic researchers and practitioners, across industries, to push the envelope as we continue MetLife's transformation to a customer-focused and insight-driven organization."

Launched in June 2016, the Yale-Ipsos Think Tank is a coalition of cross-industry leaders committed to exploring and applying behavioral economics (BE) principles to drive growth. Working together, these leaders from academia, market research, and business aim to improve the use of BE as a driver of smarter marketing.

The YCCI-Ipsos Think Tank extends the investment Ipsos has made in the realm of behavioral economics. In 2011, Ipsos partnered with Duke University to form the Duke-Ipsos Shopper Research Center and Think Tank, an initiative that aims to better understand the decision theory associated with creating demand generation through the shopping experience.

The member organizations are already reaping the benefits from the work of the Think Tank, moving the research from conceptual to practical through discover and well-designed experiments in areas such as product development, pricing, advertising creation and more.

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Press Release – continued –

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

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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).

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