



## PRESS RELEASE

### Ipsos Wins a Prestigious 2019 Content Marketing Award

#### Future-focused magazine honored for Best Print Publication

**New York, NY, July 1, 2019** — Ipsos was honored by the Content Marketing Institute in its 2019 Content Marketing Awards. The quarterly magazine, *What the Future*, received an honorable mention in the category of Best Print Publication. The Content Marketing Awards is the largest and longest-running international content marketing awards program in the world.

This year's panel of judges reviewed nearly 1,100 entries to choose the best of the best in content marketing excellence, recognizing all aspects of content marketing, from strategy to distribution, and from editorial to design.

"*What the Future* is a provocative magazine addressing the key issues facing our clients," said Ipsos North America CEO, Pierre Le Manh. "The editorial format is both informative and a compelling read."

Since launching in late 2017, *What the Future* has covered Vice, Food, Healthcare, Transportation and Housing. Each issue features interviews with a wide range of thought leaders from industry, academia and beyond including former governor Bill Weld, urban theorist Richard Florida, cellist Zoe Keating and executives from the Coca-Cola Company, McDonald's, IBM and Procter and Gamble. This is coupled with a wealth of exclusive new Ipsos research and data including global studies on the topic.

Beyond the magazine and web site, *What the Future* extends into webinars and invite-only live events, as well. You can register for the webinars at [Ipsos.com](http://Ipsos.com).

"*What the Future* asks the big questions facing brands and marketers about how the attitudes of today will impact the trends of tomorrow," said WTF editor Matt Carmichael. "By looking at those questions from a variety of lenses we see how these questions aren't industry-specific. The future of transportation, for instance, will influence the future of food, or beauty, or finance and vice versa. WTF looks to help guide businesses in understanding those connections."

The next issue of *What the Future* will be published later this month with a focus on the future of beauty.



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### About Content Marketing Institute

[Content Marketing Institute](#) is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's [Content Marketing World](#) event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and [ContentTECH Summit](#) event is held every spring. CMI publishes [Chief Content Officer](#) for executives and provides strategic consulting and content marketing research for some of the best-known brands in the world.

### About Ipsos

Ipsos is now the third largest market research company in the world, 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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