



## PRESS RELEASE

### Ipsos Clients Win Nine David Ogilvy Awards

Budweiser, Ad Council, Clorox and Zillow, were award-winners at the prestigious 25th annual advertising research awards

Ipsos, the world-leading research and insights organization, is delighted to announce nine wins by its clients at the David Ogilvy Award from the Advertising Research Foundation (thearf.org) on September 26, 2019 in New York City. Budweiser, Ad Council, Clorox and Zillow were recognized for their outstanding use of research in advertising.

In order to be nominated, ads must demonstrate three things: that well-executed research sparked the launch of the campaign, creativity, and a market impact. Ipsos is proud to have partnered with these organizations and to have contributed valuable research and insights towards their award-winning campaigns.

**Budweiser** was awarded Gold for its “*FIFA World Cup*” ad in the Sports, Media & Entertainment category and silver in the Food and Beverage category. Ipsos conducted both qualitative and quantitative research to support the campaign.

With the eyes of the world on Russia for the 21<sup>st</sup> FIFA World Cup, Budweiser capitalized on the opportunity to unroll new creative videos on TV and digital platforms across the world. The marketing challenge was championing Budweiser’s dream of bringing people together while energizing the audience watching the four-week sporting event. Ipsos’ qualitative research leveraged focus groups and online communities to provide invaluable insights on the audience. Meanwhile, Ipsos’ quantitative research provided quantitative understanding of creative assets. The business impact of the campaign was outstanding. Budweiser became the most discussed brand during the World Cup, beating out giant global brands. Brand awareness increased, and with it, global sales by 4.1%.

*Ipsos CEO for North America, Pierre Le Manh attended the awards in his role as a Trustee of the ARF: “We can and should be really proud that some of Ipsos’ work was recognized, such as our contribution to Budweiser’s global TV commercial for the World Cup, which was supported by the largest media investment they have ever made. Together with Budweiser’s marketing team and their agency, we won a Gold Award!”*

**Budweiser** also captured a bronze for its “*Stand By You*” campaign in the Food & Beverage category. Ipsos, once again, conducted a mix of qualitative and quantitative research in support of this campaign.





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Budweiser wanted to communicate a powerful message of unity and engage Americans with a relevant message around pride, while highlighting their quality credentials. Ipsos was able to blend online/offline and system one/system two techniques during the entire communication development lifecycle. Ipsos also helped to unearth the most compelling manifesto at an early stage, then assisted and helped select and fine-tune the best ad during the validation stage before going on-air. The end result was a successful ad highlighting an important theme absent from public discourse at the time: Americans setting aside their differences and helping each other in times of need. The ad succeeded in simultaneously improving quality perception for the company's products by showing its brewery's production process and emphasizing the human element. The ad had +2.1 Billion Impressions, was ranked Top #3 USA Today Ad Meter and +79 million cans were donated in partnership with the Red Cross.

Ipsos is thrilled to have partnered with Budweiser on both award-winning campaigns.

**Ad Council & Susan G. Komen** were double Ogilvy award winners. Their *"Know Your Girls"* campaign won Gold in the Multicultural category and Silver in the Government, Public Service & Non-Profit category. This campaign was created to raise awareness about breast cancer amongst African-American women.

And, **Ad Council & Love Has No Labels** won Gold in the Social Responsibility Award category for its *"Rising"* campaign. This examined bias, discrimination and inclusion in society.

Ipsos is proud to have partnered with the Ad Council in tracking the impact of over 25 highly targeted campaigns, including these two Gold David Ogilvy award-winning campaigns, based on more than 70,000 interviews (English and Spanish) annually.

**Clorox** won silver in the Fashion, Beauty & Home category for its *"Clean is Just the Beginning"* campaign.

Clorox conducted an Ipsos Creative|Lab to uncover the strengths of a positioning around 'Powerful Bleach Clean,' in comparison to its historical positioning of Bleach as an ingredient. The new positioning looked to build upon the idea of Bleach as a powerful cleaner that is trusted, specifically trusted enough to clean your most important space - your home. Clorox looked to validate this by assessing which creative 'moment' would best bring the positioning to life. The team took the learnings from the Ipsos Creative|Lab and further Ipsos research to validate and optimize the campaign. Ipsos is proud to have contributed to this highly successful campaign for Clorox, which both enhanced category relevance and drove business results.

**Zillow** was a double-gold winner. Its *"One Bedroom – Zillow Rentals"* campaign won in the Professional Services and Direct-to-Consumer categories. Ipsos is proud to support the development of this work through our continued partnerships across their research functions.





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**Ipsos is extremely proud to have contributed to these winning campaigns.**

To learn more and view the case study for each campaign, visit [Ipsos](#)

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### 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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