



PRESS RELEASE

DUEL, IPSOS' FAST AND AGILE SCREENING SOLUTION, IS NOW AVAILABLE ON IPSOS.DIGITAL PLATFORM IN 6 COUNTRIES.

Already available in the USA, the solution has launched in the UK, France, Germany, Italy and Spain on Ipsos' self-service research platform.

Paris, December 4th, 2019 – In a world where products are created and launched faster than ever before, winning over today's connected consumer requires creativity and agility. Organizations willing to accelerate their innovation journey and increase their chances for in-market success need research solutions that provide results at the touch of a button.

Still available directly via Ipsos service teams, Duel has now also launched on [Ipsos.Digital](https://ipsos.digital) in 6 countries, giving clients the flexibility and agility of two service options. By logging on to [Ipsos.Digital](https://ipsos.digital), clients can self-manage their research needs at their convenience with results in as little as four hours.

Duel offers the possibility to quickly assess the potential of Claims, Varieties, Names and Visuals.

Designed to work with any type of short marketing proposition, across all product categories, Duel provides a gamified experience for the respondents. The survey identifies the winning proposition and eliminates those which do not appeal to consumers. Thanks to this design grounded on behavioral sciences, Duel provides greater discrimination between the tested propositions for speedy and efficient decision making.

Jiongming Mu, Ipsos' Senior Vice President Global Innovation Solutions, said *"we know that many marketers believe their innovations would be stronger if they were driven more by real consumer insights. Which is why Duel engages consumers in a way that closely mimics the decisions real people make, set in a realistic environment and pitted against competing brands"*.

Grounded in the DNA of Ipsos, Duel on [Ipsos.Digital](https://ipsos.digital) combines the latest technology with Ipsos' best-in-class data quality and depth of expertise, all in a secure and controlled self-service research framework.

Virginia Weil, President of Global Innovation said *"with a global network of dedicated innovation experts we have a thorough understanding of our clients' needs and also their demand for speed and agility. With fast and easy access to consumers on our fully automated research platform we enable clients to accelerate the innovation journey for their new products, apps and services"*.



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ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and 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 –summarises our ambition to help our 5,000 clients navigate with confidence our world of rapid change.

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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