



PRESS RELEASE

Ipsos launches its new creative assessment solution – Creative|**Spark** on Ipsos.Digital Platform in more countries

Paris, 16 November 2020 – Ipsos announces the launch of Creative|**Spark**, its new online solution to evaluate video creative, is live in 16 countries. Now available in the USA, the UK, Brazil, Canada, France, Mexico and South Africa, and since 31 August 2020, it's live in Argentina, Australia, Germany, Italy, Japan, Poland, Spain, South Korea and Sweden. Creative|**Spark** will be deployed in additional markets throughout 2020.

This new solution has been created for advertisers to quickly evaluate and optimise video creative in as little as 24 hours. Creative|**Spark** is available on the [Ipsos.Digital](#) Platform with a range of flexible service options, to fit advertisers timing, budget and business requirements. Our Creative Excellence experts assist marketers and communication agencies to rapidly learn on what to optimise to ensure they achieve their objectives for the media investment being made.

Building on Ipsos' decades of expertise and experience, Creative|**Spark** captures realistic attention metrics in a distracted environment and observes the reality of how people make choices.

Drawing from multiple science disciplines to measure a unique range of thoughts, feelings and immediate emotions, Creative|**Spark** provides holistic diagnostics, including sales predictive performance indicators for fast optimisation with key signals of creative potential.

With the design and metrics grounded on Behavioural Science, Data Science and Neurosciences, combined with Text Analytics and Artificial Intelligence supervised Machine Learning algorithms, Creative|**Spark** provides instant access to learnings embedded in the latest scientific thinking.

“Available as both self-serve on Ipsos.Digital to full service with our global teams of creative experts, Creative|**Spark** offers clients a quick, agile and flexible way to measure the power of their creative. Suitably adapted to today's exceptional times, Creative|**Spark** will be instrumental in sparking clients' short and long-term brand effects” said Shaun Dix, Ipsos' Global Leader of Creative Excellence.

Find out more in this [short video bite](#).



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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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