



PRESS RELEASE

Starbucks and Ipsos Sustainability Project finalist for prestigious 2020 Marketing Research and Insight Excellence Award

The two companies co-created a comprehensive qualitative program to generate insights and ignite the collective impact of their customers and partners.

Ipsos, the world-leading research and insights organization, was a finalist for the Qualitative Research Impact award Nov. 9 at the prestigious 2020 Marketing Research and Insight Excellence Awards for its partnership with Starbucks. The prestigious awards, powered by Quirk's Marketing Research Media, shine a spotlight on the researchers, vendors, products, and services that are adding value and impact to marketing research.

The two companies were nominated for the Starbucks and Ipsos Sustainability Project Team. The two companies co-created a comprehensive qualitative program to generate insights and ignite the collective impact of their customers and partners. The team conducted interviews and observed behaviors across four months in three countries, resulting in five core strategic principles, 100+ innovative sustainability ideas and three personas for future design inspiration that are now being incorporated throughout Starbucks.

“This is the kind of change Ipsos is proud to be a part of – taking in-depth insight from around the world and synthesizing it into action items that make the world a better place,” said Heather Carruthers, president, who heads Ipsos' qualitative practice in the U.S. “Starbucks is such an important part of people's lives – and bringing change here cascades throughout America and the world.”

For a full list of the finalists, [click here](#). For more information on this news release, please contact:

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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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