



## PRESS RELEASE

### Forbes recognizes Ipsos Strategy3 as one of the World's Best Management Consulting Firms

**New York, Sept. 20, 2022** — Strategy3, Ipsos' marketing, innovation and strategy consulting company, has been named in *Forbes'* inaugural list of the World's Best Management Consulting Firms. This honor comes just seven years after Ipsos Strategy3 was founded, with the vision of creating a consulting firm grounded in Ipsos' field-defining research, data, and consumer understanding capabilities.

*Forbes'* list was developed in partnership with the analytics company Statista, which surveyed partners, executives, and clients from across the consulting industry.

Ipsos Strategy3's recognition demonstrates the success of its approach in leveraging a deep understanding of markets, people, and societies to drive business growth.

Engagements such as identifying, sizing, and crafting new innovation territories, repositioning brands to better target consumers and capture market share, and using trends and foresight to understand and shape the future of specific sectors or industries for many of the world's leading companies has served as the foundation of Strategy3's impact in the market, which today has offices in 19 countries around the world.

"I am beyond proud of our team for being recognized as one of the World's Best Consulting Firms," said Oscar Yuan, CEO of Ipsos Strategy3. "We have created a unique space in the consulting industry and have become not only a great place to work, but a cherished partner to our clients."

Click [here](#) to learn more about *Forbes'* methodology, or visit Ipsos Strategy3 at its [website](#).

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#### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.



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Our passionately curious research professionals, analysts and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).

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