



PRESS RELEASE

Ipsos recognized for excellence in advertising research with eight wins at the 2022 ARF Ogilvy Awards

New York, October 24, 2022 – With an impressive eight wins, including four gold awards, three silvers, and a bronze, Ipsos and its clients shared the spotlight at the Advertising Research Foundation’s (ARF) 2022 David Ogilvy Awards.

Since 1993, the Ogilvy Awards have recognized the research that drives excellence in advertising. This year, Ipsos, one of the largest insights and analytics companies globally, was singled out against strong competition for conducting the research that inspired some of 2022’s most distinctive and effective campaigns.

“I’m very pleased to see our team and our clients recognized on such a prestigious night,” said Ipsos North America CEO Lorenzo Larini. “These successes affirm the strength and versatility of Ipsos’ methodology. It’s clear that our insights can make a game-changing impact across the board, from brand transformation to consumer experience.”

Read more about some of Ipsos’ wins below:

Aspercreme won gold in the Best Brand Transformation category and silver in the Health & Personal Care category for its "Kick Pain in the Aspercreme" campaign.

Aspercreme was a brand in need of transformation, so they partnered with Ipsos to develop the central vision for a distinctive new campaign. Ipsos’ combined qualitative and quantitative testing of early-stage executions and copy testing of animatics supported “Kick Pain in the Aspercreme,” which catapulted the brand from #5 to #3 and helped it achieve some of the highest-selling weeks in brand history.

Gold Bond won gold in the Best Brand Transformation category and bronze in the Health & Personal Care category for its "Champion Your Skin" campaign.

Several rounds of qualitative and quantitative testing conducted by Ipsos Creative Excellence, Creative Labs, and Creative Spark laid the foundation for Gold Bond’s “Champion Your Skin” campaign, which focused on the importance of skincare for an active lifestyle. “Champion Your Skin” ultimately drove 11% sales growth, including an incredible 19% spike at Walmart and a massive 73% shift in unaided awareness among the African American demographic.

Xyzal/Sanofi won gold in the Health & Personal Care category for its "Goodnight Allergies" campaign.

For years, Xyzal faced formidable challenges: it had limited visibility, it was vastly outspent by larger brands in its category, and it had a name that was difficult to pronounce. But Xyzal’s long-running partnership with Ipsos — from the development of the beloved “Nigel” mascot, to the use of Creative Spark to evaluate campaigns — has driven a turnaround in brand awareness. Ipsos conducted copy testing to perfect the “Goodnight Allergies” campaign, which helped Xyzal build on these successes.



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BMS won silver in the Pharmaceutical and Best New or Emerging Brand categories for its "Zeposia. Z the Light" campaign.

Ipsos' work for Zeposia's latest campaign revolved around a deep understanding of patients' post-diagnosis life with ulcerative colitis (UC). The team utilized Creative Labs and ASI:Connect for copy testing, conducted several rounds of qualitative and quantitative testing on campaign drafts, and assessed performance across various channels. This inspired the optimistic "Z the Light" campaign, which broke through the noise, overcame long-ingrained patient and HCP behaviors, and helped Zeposia gain ground on high-spending competitors.

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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.

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 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). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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