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Ipsos and its clients honored with 13 wins at the 2023 ARF Ogilvy Awards

Multiple campaigns shaped by Ipsos research have been recognized by the Advertising Research Foundation

New York, October 10, 2023 – Ipsos, one of the largest insights and analytics companies globally, is pleased to announce that its clients' campaigns won a total of 13 awards at the Advertising Research Foundation's (ARF) 2023 David Ogilvy Awards, an annual celebration of excellence in marketing research.

With seven gold prizes, four silvers, and two bronzes across various categories, Ipsos was the most-awarded research partner at this year's event.

"We are thrilled for our clients to receive these recognitions – advertising is one of the domains where a harmonious combination of human creativity, data and AI can make the difference between success and failure," said Ipsos North America CEO Lorenzo Larini.

"From developing ideas to assessing impact, I'm proud that Ipsos has played a decisive role in the industry's most effective campaigns."

Read more about Ipsos' submissions to the 2023 Ogilvy Awards below.

CVS Health won gold in both the Retail & Restaurants category and the Social Responsibility category with its "HERE for Her" campaign.

Women face emotional, systemic, and societal barriers that make it difficult to prioritize their own healthcare and wellbeing. With these issues in mind, Ipsos Creative Labs conducted the research and evaluation panels that inspired CVS Health's "HERE for Her" campaign.

Ipsos ensured that these panels provided a safe environment for a diverse range of participants to share their thoughts, resulting in a communications campaign that was impactful and inclusive of all genders and backgrounds. Ipsos also identified key guidelines to establish CVS Health as an ally for women, including an emphasis on CVS Health's long history of support in this space and its normalization of topics that other brands treat as taboo, which helped differentiate CVS Health from its competitors.

The resulting campaign heightened brand equity, boosted sales, and drove strong increases in awareness of CVS Health's leadership on women's health.

Freshpet won gold in the Fashion, Beauty & Home category with its "Friends for Life" campaign.

Since 2008, Freshpet has partnered with Ipsos to test copy and campaigns that promoted Freshpet's innovative approach to refrigerated pet foods. But amidst heightened competition and evolving distribution channels, Freshpet needed a new approach to win the hearts and minds of pet parents.



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So Ipsos and Freshpet worked together through a two-phased approach to develop the “Friends for Life” campaign. First by selecting and optimizing for the most influential territories, then by using a neuro-enhanced quantitative method to select the best ad from previous phase, Ipsos validated and optimized a concept that challenged pet food category conventions, and provided Freshpet with a true understanding of the campaign’s ability to resonate with pet parents emotionally and rationally.

Corona / AB InBeV won a silver in the Food & Beverage category for its “Corona Natural” campaign.

Many of us feel most alive when we’re outside, inspired by the beauty of nature. With this insight as a starting point, Ipsos Creative Excellence and ABI partnered on a journey to bring the ‘Corona Natural’ campaign to life.

Over the course of ten months, Ipsos conducted qualitative and quantitative research across key global markets to finetune Corona’s concepts and identify creative levers where Corona could win over consumers. Ipsos found that the “brewed with 100% natural ingredients” message had the most potential to positively shift quality perceptions and purchase intent.

The resulting campaign avoided category clichés by giving reverence to nature and linking its greatness back to the product, and inspired Corona to evolve its brewing process to substantiate the claim, driving buzz and business impact.

Intuit Mailchimp won a silver in the B2B category for its “Guess Less, Sell More” campaign.

Intuit Mailchimp’s eclectic “Guess Less, Sell More” campaign paired psychedelic visuals with clever taglines to illustrate how small and mid-sized businesses can “take the guesswork” out of their marketing strategy.

To fine-tune the campaign, Intuit Mailchimp enlisted the expertise of Ipsos, who conducted early-stage quantitative research. This step helped identify the most effective static visuals that effectively conveyed the theme of guesswork. The company also utilized Ipsos’ Creative|Spark in-context method to assess various video creatives, driving improved effectiveness and brand impact.

Uber won a bronze in the Electronic & Tech category for its “Uber Don’t Eats” campaign.

When Uber Eats needed to announce that it now offers grocery, convenience store and alcohol items, it partnered with Ipsos to explore and develop conceptual ideas that could expand brand perceptions.

Ipsos’ initial research found that consumers questioned why they would want to buy non-food items from a brand called Uber Eats. But that problem led to the solution: using the name “Uber Eats” to deliver the “Uber Don’t Eats” message. From there, Ipsos convened qualitative groups to evaluate early-stage creative directions, then undertook quantitative ad assessment using the Ipsos Creative|Spark methodology, which blended predictive performance indicators with key signals of creative potential.



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The final version of the ad, which was powered by these insights, was highly engaging and enormously successful for the Uber Eats brand.

For further information, please contact:

Kate Silverstein
Media Relations, U.S.
+1 (718) 755-8829
kate.silverstein@ipsos.com

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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