



## PRESS RELEASE

### Ipsos announces its participation at Cannes Lions 2024 in partnership with RTL Ad Alliance

Paris, May 13<sup>th</sup>, 2024 – [Ipsos](#), one of the world's leading market research companies, will be at Cannes Lions, the International Festival of Creativity, from 17 to 21 June 2024.

Ipsos is partnering with RTL Ad Alliance to offer a series of events on the theme of **Context or Chaos** and how brands can navigate changing consumer attitudes, and the latest evidence on what works in advertising.

**Ben Page, CEO of Ipsos**, said: *"In the post pandemic polycrisis world, understanding how consumers and citizens interact with brands becomes all the more important. We look forward to Cannes to demonstrate how successful brands harness understanding of their context, with empathy and creativity, to drive growth. See you at our pavilion on the beach every day at 5pm"*

#### Meet us on the RTL beach

Ipsos will be at the heart of cutting-edge sessions on the various stages and forums of the International Festival of Creativity. A series of conferences and roundtables will also be held daily by Ipsos and RTL Ad Alliance on the RTL Beach throughout the Cannes Lions event, with marketers and industry leaders who have expertly navigated their brand's context, acted with empathy, and managed expectations to flourish amidst chaos.

Ipsos will be unveiling the exclusive results of its annual report *Global Trends*, which identifies and analyses the major trends for 2024, based on surveys of 48,000 people from more than 50 countries, and examining changes in attitudes over the last decade for business and brands.

#### Unlock Brand Success

Ipsos' Brand management framework, [Brand Success](#), empowers marketers and brand owners to grow successful brands. It relies on three keys to unlock brand growth: shaping unique expectations for the brand, understanding the context and acting with empathy. Several Ipsos' solutions are based on this framework, all integrating various sources of information including surveys, behavioral data and social data.

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### ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 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 from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our 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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