



PRESS RELEASE

Ipsos Wins Canadian Research Insight Council's 2025 Innovation & Advancement and Business Impact

Toronto, ON, May 27, 2025 – Ipsos, a leading market research company in Canada and globally, is proud to announce that it has won two Canadian Research Insight Council's (CRIC) Excellence Awards in 2025, presented at CRIC's Annual Conference & Gala event on May 27, 2025, in Toronto.

Ipsos was recognized with the Innovation & Advancement in Market Research award for its groundbreaking new Traveler Segmentation Program, developed in partnership with Destination Canada and Tourism Café. This innovative program represents a significant advancement in delivering traveler segmentation that is both theoretically robust and broadly actionable. The Ipsos project team, led by Meredith Kunza (VP, Market Strategy & Understanding) and Gus Theodoropoulos (VP, Global Modelling Unit), collaborated closely with Joe Amati (Sr. Executive Director, Global Market and Brand Intelligence) and Eric Miller (Manager, Market Insights) of Destination Canada, and the team at Tourism Café. The winning project employed a future-forward design, balancing methodological rigor with practical accessibility, and overall consistency with custom adaptability. This empowers destinations of all types to identify, prioritize, and engage their target travelers with resonant precision, supporting Destination Canada's ambitious goal of increasing annual tourism revenues to \$160 billion by 2030.





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Ipsos also received the Business Impact award for the project "Accelerating Growth in the Ready-to-Drink Alcohol Category," a collaboration between Ipsos and Keurig DrPepper. The project team, led by Ipsos' Sam Agarwal (VP, Market Strategy & Understanding), Rohit Nair (VP, Innovation), and Shillpa Khandelwaal (Director Consumer Insights and Innovation at Keurig DrPepper) designed an innovative research approach combining syndicated data with custom research to drive efficiencies. The survey incorporated learnings from syndicated analysis to avoid redundancies, and the streamlined questionnaire captured brand equity and packaging effectiveness simultaneously. This project delivered critical insights across category dynamics, brand equity, and packaging effectiveness within an unprecedented 5-6 week timeline. By aligning strategies with the category and consumer landscape, KDP is well-positioned to accelerate growth, gain market share, and achieve their business ambitions in the competitive RTD alcohol space.

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people. Founded in 1975, Ipsos is committed to providing reliable information and insightful analysis to help its clients make better decisions.

About The Canadian Research Insights Council (CRIC)

The Canadian Research Insights Council (CRIC) is Canada's voice of the research, insights, and analytics industry. CRIC represents all aspects of the research, insights and analytics industry in Canada, from full-service research companies to boutique data analytics firms, technology providers, and academics.





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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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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