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Ipsos and its clients celebrate seven wins at 2025 ARF Ogilvy Awards

New York, NY, October 21, 2025 — [Ipsos](#), one of the world's leading market research companies, and its clients earned seven awards at the Advertising Research Foundation's (ARF) [2025 David Ogilvy Awards](#). These wins — including three prestigious gold prizes — recognize Ipsos' decisive role in shaping some of the year's most innovative and impactful campaigns.

For more than three decades, the ARF Ogilvy Awards have celebrated excellence in advertising research. This year, six campaigns powered by Ipsos' insights were selected as finalists, an honor that reflects Ipsos' leadership in combining behavioral science, artificial intelligence, and consumer insights into campaigns that capture attention in a chaotic world.

"At Ipsos, we believe that the future of advertising belongs to those who can blend technological innovation with human understanding and creativity," said Pedr Howard, executive vice president and head of Ipsos' Creative Excellence practice in the U.S. "These wins demonstrate the power of that approach, and Ipsos' position as the partner of choice for brands that need clarity and confidence in their creative."

Leaders from Ipsos also shared their expertise in multiple panels and fireside chats at the ARF's Creative Effectiveness Conference. **Lindsay Franke** (group president of Ipsos North America), **Pedr Howard** (head of Ipsos Creative Excellence in the U.S.), **Jamie Stenziano** (EVP and head of Ipsos' Technology, Media, Telecommunications practice in the U.S), **Lisa Zielinski** (senior vice president, Ipsos Creative Excellence), and **Lisa Sobilo** (vice president, creative strategy solutions, Ipsos Creative Excellence) led conversations on topics as varied as creator-led content, beauty, B2B marketing, and advertising in the age of AI.

What does it take to be a winner? Here's the Ipsos research that took two client campaigns to the top at the 2025 ARF Ogilvy Awards.

Corona Cero: Gold in the Best New or Emerging Brand category and silver in the Food & Beverage category with the "For Every Golden Moment" campaign.

As the first beer to sponsor the Olympic Games, Corona Cero needed to bridge the gap between the high-performance world of professional sports and Corona's longtime association with relaxation. So AB InBev and Ipsos crafted a sophisticated three-phase research strategy that deployed behavioral science and AI to develop a winning campaign.

Initial testing through Ipsos Creative Duel identified winning creative territories and messaging. Next, the team used Ipsos Creative Spark to stress-test hero assets across Mexico, Brazil, the United Kingdom, and Argentina, where they measured performance in realistic, distraction-heavy environments through facial coding and sentiment analysis. Finally, Ipsos' Creative Impact and Creative Spark AI solutions evaluated both Corona Cero's market performance and the broader Olympic sponsorship landscape, benchmarking against all 15 worldwide partners.





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This research-driven approach delivered exceptional result, with the campaign achieving strong breakthrough rates across key markets.

Fanta: Silver in the Food & Beverage category for the "Wanta Fanta?" campaign.

Amidst shifting demographics and consumption patterns, Fanta leveraged its bold, playful identity to speak to young consumers overwhelmed by endless obligations.

To develop on a platform that could serve as a foundation for future campaigns, Fanta partnered with Ipsos on a multi-phase, cross-methodological research approach. First, the team screened two potential insights-driven platforms across several countries around the globe, engaging consumers through both quantitative and qualitative methods. After refining the creative direction through multiple rounds of testing, Fanta validated two different versions of the final execution against Ipsos' creative testing database.

The "Wanta Fanta?" campaign reimaged its iconic jingle for today, connecting with young adults and teens around the world, going beyond impressions to boost social buzz and build a community of fans among Gen Z consumers.

Ipsos also conducted research for gold prize-winning creative from Hellmann's/Unilever and Southwest Airlines, and silver medal finalists from Uber and the U.S. Department of Veteran Affairs.

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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, and is eligible for the Deferred Settlement Service (SRD).

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