



Ipsos Omnibus – Media Release Services

Ipsos Omnibus is a great way to gather data quickly and cost effectively for U.S. or global public releases. Ipsos offers a variety of rapid research services from daily, to overnight, to global and to our custom express.

Why use Ipsos Media Release Policy?

Our Ipsos Media Release Policy (IMRP) service assures the complete study, from developing questions to responding to media inquiries, will be done accurately and provide robust research results. IMRP follows a rigorous protocol and ensures all reputations are protected. When Ipsos Omnibus data is used for publishing results AND Ipsos is referenced in release, IMRP services need to be included.

Ipsos Media Release Policy* services:

- Consult on objectives and outcome
- Design input to help achieve media goals
- Review of survey, sample and methodology
- Provide “factum”-analysis of results in press release style
- Review client release for accuracy
- Post factum to Ipsos news center
- Conduct media interviews/inquiries as appropriate

*IMRP reviews scope of project to determine specific cost; consulting fees start at \$2,500.

IMRP reviews and approves all questions, sample and methodology prior to data collection to make sure there is no bias and that accurate robust data results will be reported.

Each year, hundreds of Ipsos surveys are used for media, shareholder, advertisement and/or any variety of media featuring data based on surveys conducted by Ipsos. The Ipsos Public Affairs group has extensive experience in conducting studies for public release and has the expertise in gaining earned media for its clients.

To protect our client’s reputation, IMRP has the knowledge and experience that is applied to any media release. Our Ipsos public release policy applies to any published Ipsos Omnibus data that will be referencing Ipsos as the source of research.

IMRP Case Studies

- Ipsos and a major international banking and financial services company have been working together since 2013 to conduct annual “*How America Views Homeownership*” surveys. The most recent survey conducted in 2016 was not only used to generate media communications and gain earned media, but the findings were also featured and discussed at the National Housing Panel.
- In 2016, Ipsos partnered with a large skin care product company to conduct an online survey for public release. The survey consisted of showing respondents images of women and asking them to estimate the age of each woman. The client used these findings to generate claims about their skin rejuvenation products, and the results were featured in an infomercial that aired on television networks across the U.S.
- Ipsos teamed up with a digital music company in the summer of 2016 to conduct a global study that looked at music’s role in getting people motivated on Monday mornings. The findings were used by the client to create communications materials, while the study was also featured in articles posted by other outlets such as Billboard.com, MediaNet Blog, and Google News.

