



Website Offers Marketers Product and Service Development Wisdom

Expanded Content And New Look From Leading Research-Based Forecasting, Modeling And Consultant Company
Ipsos-Vantis' Website Relaunch

October 1, 2003, New York, NY - Marketers have a new interactive resource to help them answer tough questions like "How good is my new product idea?" and "What impact will changing price have on my sales?" with the relaunch of **www.ipsos-vantis.com**, from Ipsos-Vantis, a leading research-based forecasting, modeling, and consulting practice, and member of the Ipsos Group, the second largest survey-based research company in the world.

The expanded content of the relaunched website offers solutions for brand managers and marketers of new-to-the-world or existing products and services. As well as a new look, Ipsos-Vantis' new site features recent case studies, articles, and product and service development solutions in a question-and-answer format.

"Our range of experience in most product categories is unmatched," said Ed Wolkenmuth, President of Ipsos-Vantis, "so we've created a website that is a 'go-to' place for forecasting, modeling, and consulting solutions that help reduce the risk of a new product launch."

Plans for enhancement include a virtual product tester; an online test of new product marketability based on Ipsos-Vantis' evaluation of more than 5,000 product concepts. Ipsos-Vantis' experts will also be hosting live "webinars" on key research findings, and continuously post new content such as timely articles and case studies.

The company is promoting the new site with a direct marketing campaign aimed at clients and prospects from Ipsos-Vantis' sector specialties: durable products, financial services, consumer electronics, technology, telecommunications, health and alcoholic beverages. The promotion includes an invitation, online contest, and banner advertising. Visitors are encouraged to log on to the website enter the free drawing for a state of the art DVD recorder-a product Ipsos-Vantis helped launch.

"We have provided strategic guidance to help launch next generation multi-media DVD recorders, Flat Plasma TVs and 3G telecommunications equipment using Ipsos-Vantis' Benchmark, as well as Market Optimiser & Sales Estimator," said Doug Garnhart, Vice President of Ipsos-Vantis. "We are certainly proud of these study's successes."

Ipsos-Vantis boasts a comprehensive market research system that integrates consumer behavior with advanced marketing models and statistical methods to forecast demand and optimize product configurations with exceptional accuracy. The Ipsos-Vantis services and systems also measure price elasticity, simulate competitive actions, evaluate alternative marketing plans, and identify profitable market segments to target.

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About Ipsos-Vantis

A recognized leader in research-based marketing and product development consulting for companies in the services and durable goods sectors. Its unique and comprehensive system forecasts the sales potential of new and restaged initiatives, identifies key drivers of demand and optimizes product offerings for profit - all prior to market entry. To learn more, visit: www.ipsos-vantis.com.

About Ipsos

Ipsos offers a full suite of research services, guided by industry experts and bolstered by advanced analytics and methodologies in advertising, marketing, public opinion, customer loyalty research, as well as forecasting and modeling. Member companies also offer a full line of custom, syndicated, omnibus, panel, and online research products and services. The Ipsos Group is the second largest-survey based marketing research company in the world. Visit www.ipsos-na.com to learn more about Ipsos offerings and capabilities.