



### **Leading Market Researcher Joins Ipsos**

Rob Carpenter Brings 20 years Of Research Experience To Firm's Custom Research Division

**June 30, 2004, Chicago, IL** – Ipsos is pleased to announce that market research industry veteran Rob Carpenter has joined the company's products division in Chicago as a Vice President.

Carpenter joins Ipsos, the fastest growing market research company in the U.S., from Information Resources, Inc. (IRI), where he was Vice President in their Analytics Insights Group. In his new position, Carpenter will lead a client service team dedicated to bringing insights to their key clients.

Carpenter has over 20 years of dedicated market research experience in both syndicated and custom research solutions for consumer packaged goods companies. Most recently, as Vice President at IRI, Carpenter was responsible managing several key accounts. Prior to IRI, Carpenter worked for PERT Survey Research, and, before that, spent 11 years at Analytic Resources, Inc.

"Rob brings a breadth and depth of custom experience focused on bringing business-applicable research insights that help his clients grow their brands and their business," said Lisa Lanier, SVP and General Manager of the Chicago office. "Rob's appointment is a confirmation of Ipsos-Insight's commitment to hiring the most passionate, talented researchers, who bring the kind of knowledge and commitment that clients expect from a leading global survey-based market research company like ours."

Carpenter holds an MBA in Marketing and Research Methods from the University of Michigan, and a BA in Political Science from Northwestern University. He lives in River Forest, Illinois with his wife and two boys, and is engaged in several school and community groups that support programs for children with special needs.

"Being a part of a rapidly expanding market research firm in the U.S. and practicing truly global research is exciting," Carpenter said. "There's definitely a buzz in the industry right now about Ipsos, and I'm thrilled to be a part of it."

**For more information on this press release, please contact:**

Rob Carpenter  
Vice President  
Ipsos-Insight  
312.665.0623  
rob.carpenter@ipsos-na.com

#### **Ipsos-Insight**

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following categories: agrifood; cable, media and entertainment; consumer packaged goods; energy and utilities; financial services; health and pharmaceutical; lottery and gaming; retail; and technology and communications.

Ipsos-Insight provides custom and tracking research services to domestic clients, as well as U.S.-based multinationals. It offers concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization and segmentation, marketing models, advanced analytics, and global research. Ipsos-Insight is an Ipsos company, a leading global survey-based market research group. To learn more, please visit [www.ipsos-insight.com](http://www.ipsos-insight.com).

**About Ipsos**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S. Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.