



Trade Release

How Political Advertising Impacts Elections Ipsos Ideas Newsletter dissects campaigns and issues in four countries

Paris, October 12, 2004. Does political advertising have an impact on the outcome of elections? Ipsos Public Affairs experts tackle this tricky issue in the latest issue of Ipsos Ideas called "The Faces of Political Seduction."

Which of President George W. Bush and Sen. John Kerry's advertising strategy is the most effective and why? Thomas Riehle, of Ipsos Public Affairs in Washington, explains how one tiny advertisement, barely a blip on the screen, broke out of the bland box and shook up the campaign.

Darrell Bricker, our Canadian expert, explains how against all odds, the Liberals won the 2004 Federal Election through an effective negative advertising.

Italian Prime Minister Silvio Berlusconi's communication strategy is losing efficacy: Nando Pagnoncelli, of Ipsos Public Affairs in Italy, explains why.

And, Pierre Giacometti of Ipsos France advocates for the restoration of political advertising for voters to regain interest in a debate that today appears reserved for the elite.

About Ipsos Ideas

Ipsos Ideas is a quarterly vehicle that highlights the latest thinking from our five research specializations – advertising, marketing, customer loyalty, media, and opinion and public affairs. It is also a forum for thoughts and opinion on the big issues of the day, always supported and validated by our global data sources. In short, we think *Ipsos Ideas* is a must-read for opinion leaders in government or business, commentators and analysts in the media, as well as advertisers and marketers on the client side.

Ipsos Ideas is published in English, French, and Spanish.

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Nobody's unpredictable

'Nobody's unpredictable' is the new Ipsos signature.

Our clients' clients are increasingly demanding. They change direction, change their views and preferences often and easily. We at Ipsos anticipate and meet those changes. We help our clients to understand their clients, to bring focus and clarity to even the most difficult situations. We understand the dynamics of their markets and we deliver the insight needed to give them the leading edge.

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