



Press Release

Moods, Minds, and Motivations: Measuring Emotions for Advertising Results

Ipsos-ASI identifies exactly how consumers interpret and understand advertising.

Paris, France, April 13, 2005. Ipsos shares learnings from an exciting, new advertising research technique in the latest issue of Ipsos Ideas called "Moods, Minds, and Motivations: Measuring Emotions for Advertising Results".

Knowing that emotions influence purchase motivation, the team at Ipsos-ASI set out to determine how to accurately measure emotional responses to advertising, and how to use that learning to explain brand purchase intent. The result is cutting-edge, actionable insight into how advertising can affect consumer motivation. You'll also find out whether high-priced celebrity ads work.

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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. Ipsos Ideas is published in English, French, and Spanish. Current and past issues are available at www.ipsos.com/ideas, or by electronic subscription.

Nobody's unpredictable

'Nobody's unpredictable' is the 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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