



## **Senior Executive Joins Growing Consumer Products Division at Leading Market Research Firm**

Becki Meyer Brings Extensive Marketing and Brand Management Experience to Ipsos

**June 17, 2005, New York, NY** — Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., announced that Becki Meyer has joined the company's Consumer Products Division as Vice President in its Cincinnati office. Meyer will lead the Ipsos-Insight teams providing strategic marketing research support and consulting to leading packaged goods clients.

A well-respected senior executive with extensive general management and marketing achievements in large and small corporate environments, Meyer has had a successful track record of creating new businesses and rejuvenating mature businesses. She has experience in marketing and marketing research on the client side and supplier sides having worked for F&W Publications, AcuPOLL Research, Procter & Gamble, and her own management consulting business.

"She has demonstrated entrepreneurial spirit and energy throughout her career, grounded by disciplined analytical skills, to review businesses, identify effective solutions, and lead implementation to deliver the bottom line," said Lauren Demar, President of Ipsos-Insight's Consumer Products Division. "She is also a strong leader, recognized for recruiting and managing talented staff to deliver goals."

Said Meyer: "I am delighted to be able to help clients use research in a strategic way, particularly as they determine their brand architecture, introduce new brands, and, ultimately, help lead to their commercial success in the marketplace."

She is a long-time resident of Cincinnati. Meyer obtained a Master of Arts degree in Communication Arts & Science from Michigan State University.

### **For more information, please contact**

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### **Ipsos-Insight**

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

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).

### **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 2004, Ipsos generated global revenues of 606 million euros.

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