



Qualitative Research Specialist Joins Ipsos

Experienced moderator Kate Danaj adds qualitative consumer research expertise to Ipsos

August 24, 2005, New York, NY — Ipsos Insight, the flagship marketing research division of Ipsos in the U.S., announced that Kate Danaj has joined the company's Consumer Products Division as Qualitative Research Consultant. Danaj will be developing qualitative research plans and moderating focus groups for key clients.

Danaj comes to Ipsos from Teenage Research Unlimited (TRU), where she specialized in qualitative research among youth. Danaj is an expert moderator, trained in the RIVA (Research In Values and Attitudes) method of qualitative research, and has conducted qualitative research in traditional settings as well as unconventional locales—from kitchens to cruise ships. She has specialized in working with kids, tweens, teens, and young adults, but also has extensive experience conducting research with adults. Danaj has conducted research for dozens of the world's most successful brands and she is well versed in consumer packaged goods research.

"Kate brings tremendous energy and passion to her work," said Lauren Demar, President of Ipsos Insight's Consumer Products Division. "Kate will be working with clients to turn their research objectives into innovative qualitative-research designs and moderating using time-tested projective techniques that truly dig beneath consumers' surface-level thinking."

Added Demar: "Her reporting is very highly regarded by her clients, who have praised her ability to provide them with what they really need: concise, clear encapsulations coupled with strategic recommendations that truly make the research actionable."

Said Danaj: "I'm so impressed with the Ipsos philosophy, which takes the client-supplier partnership to another level. It's so much more than simply holding a few focus groups then play back what was said. At Ipsos, the research teams take pride in fully learning clients' objectives, crafting smart research designs, employing innovative exploratory techniques, then succinctly reporting not only what was learned but what next steps the client should take."

Danaj will provide qualitative research consultancy from her base in San Jose, California.

Danaj earned her Masters of Science degree from Northwestern University in Integrated Marketing Communications, with special emphases in advertising and consumer research. Prior to TRU, Kate was a Strategic Planner at DMB&B Chicago, where she analyzed the attitudes and behaviors of fast-food consumers for a major chain.

For more information, please contact

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Ipsos

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Ipsos Insight

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