



Senior Brand Research And Planning Executive Joins Ipsos' Global Team

David S. Nemiah brought on to lead proprietary brand equity research

October 6, New York, NY — Ipsos Insight, the flagship marketing research division of Ipsos in the U.S., announced that David Nemiah has joined the company's consumer products research division as Vice President, Global Equity & Branding.

A former director of brand research, strategy, and planning for several top-tier consulting firms, including BrandLogic, Interbrand, Siegelgale, and McCann-Erickson Worldwide, Nemiah has broad experience conducting global-scope consumer research to guide product, branding, and business strategy. In addition, he has deep technical skills in all aspects of qualitative and quantitative research. He will be managing a global team of Ipsos executives responsible for designing and executing a proprietary brand equity research product for a key Ipsos client.

"David has lead research and brand strategy development for some of the world's leading brands," said Diane Kosobud, President with Ipsos Global Account Management. "His expertise and experience in building brand equity, his stellar skills in conducting qualitative and quantitative research, and his leadership acumen will add tremendous value to our global research teams."

"Leading global brands today requires understanding the brand architecture at its heart, while delivering actionable brand messaging to the local consumer. Clarity of design and delivery of that message through every phase of marketing to the consumer is where the Ipsos portfolio of research, advertising, and loyalty provide integrated solutions for our global clients," added Kosobud.

Said Nemiah: "The brand equity challenge is to understand where the brand lives in the minds of the consumers, and then, understanding that, to think about where to evolve the meaning of the brand - so that it will be even more powerful and salient. Ipsos has both the tools and resources to unlock these insights for our clients. It's a company of intelligent people who are passionate about their work, which is why I'm delighted to be at Ipsos."

Nemiah has a Master's of Science degree from Boston University and speaks French fluently. He currently lives in Fairfield, Connecticut with his wife and two children.

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 sectors: consumer products; technology and communications; health and pharmaceuticals; financial services; 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, 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.ipsosinsight.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 responses 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, 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 €605.6 million (\$752.8 million U.S.). Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.