



Ipsos Insight Releases Proprietary Tool That Raises The Bar For Line Optimization: Line Evolution™ Tackles Complexities Of Today's Consumers And Retailers

New York, NY, October 11, 2006 – To help consumer products manufacturers make better decisions about which products to include in their product lineups, Ipsos Insight has introduced *Line Evolution*™, a proprietary line optimization solution that takes into account consumer need states, retail space limitations, and the reality of stock outages.

Many companies create line extensions of their most popular brands to extend their reach and increase revenue, often offering consumers more of the same product in new flavors, scents and varieties. But, with consumers seeking more than just variety and at the same time retailers unable or unwilling to stock full product lines, manufacturers are challenged to think about line optimization in new and different ways to achieve their reach and volume targets.

"*Line Evolution* enables manufacturers to choose the optimum product lineup because it addresses consumer and retailer realities," says Lauren Demar, President of Ipsos Insight's Consumer Products Division. "We recognize that consumers increasingly choose different brands in different situations to meet varying needs. On the other end of the spectrum, we realize that a full line won't always be available to consumers due to retail pressures and stock outages."

"To address these challenges, we've substantially improved our method of line optimization," says Demar. "*Line Evolution* recognizes that consumers have a variety of need states, and it helps manufacturers identify ways to meet those needs through line extensions. We're talking about multiple purchasing that goes beyond variety-seeking."

"At the same time, the approach incorporates the reality of the marketplace – specifically, how to best maximize the brand's potential in retail environments where the full array is not available," continues Demar. "This unique approach goes beyond traditional research tools. With *Line Evolution*, clients can choose the best product lineup based on in-store realities and consumer needs."

For more information about this proprietary approach, please contact:

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About Ipsos Insight

Ipsos Insight is a marketing research consultancy that provides solutions to Fortune 500 companies in the areas of market assessment, brand management, innovation, and new product development. Our industry experts combine the discipline of marketing with the science of marketing research to offer expert consultation and strategic advice that builds powerful brands. Our client service teams specialize in consumer products, technology, communications, health, pharmaceuticals, financial services, entertainment, retail, foodservice, agrifood, energy, utilities, and lottery and gaming. To learn more, please visit www.ipsosinsight.com.



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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 2005, Ipsos generated global revenues of €717.8 million (\$853.8 million U.S.).

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