



## **A Star Of Media And Communications Set To Shine In Advertising Research** ***Ipsos ASI Hires Jill Wiltfong To Head-Up Tracking Product Management***

**Chicago, IL, April 21, 2008** – Ipsos announces that Jill Wiltfong has joined the company's advertising research team as Senior Vice President, Tracking Product Management. In this newly created role, Ms. Wiltfong will lead Product Management for Ipsos ASI's tracking business globally. She will be based in the research firm's Chicago office.

Lana Busignani, President of Advertising Research for Western North America made the announcement. "Jill is a talented and accomplished professional who understands the needs of clients and how to get things done," she says. "Her formidable experience, insight, and enthusiasm are clear benefits to the Ipsos ASI team, and a perfect fit within our culture. We're thrilled to have her on board."

Ms. Wiltfong brings tremendous experience and proven success to the product management role. She joins Ipsos from The Gallup Organization where she managed the overall business strategy, product, and marketing initiatives for its multi-million dollar brand management and customer engagement consulting practices worldwide. Prior to Gallup, Ms. Wiltfong served in general management and product marketing roles at The NPD Group and served as an international media and business communication coach and consultant.

"Advertising and brand performance are two of the most exciting fields of research, and Ipsos ASI is at the head of the class," says Ms. Wiltfong of her new challenge. "I'm looking forward to working with the entire team and connecting our clients with the right measurement tools required to make sure their advertising and brands 'pop' and win in today's busy landscape."

Jill Wiltfong has a rich and diverse background in media and communications, having held a number of communications positions early in her career. As a former national spokesperson, lobbyist, and award-winning television news reporter and anchor, Ms. Wiltfong also worked at NBC, FOX, and independent station affiliates in Louisiana, Kansas, and New York.

### **For more information on this news release, please contact:**

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### **Ipsos ASI**

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

To learn more, visit [www.ipsosASI.com](http://www.ipsosASI.com).



## About 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 2007, Ipsos generated global revenues of €927.2 million (\$1.27 billion U.S.). Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.

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