



Pharmaceutical Conference Explores New Frontiers for Brand Optimization
Ipsos Healthcare Researchers to Share New Modeling Techniques at Industry Conference

New York, NY, December 16, 2008 – A team of researchers from Ipsos' healthcare practice will be presenting new methods for measuring brand optimization in the pharmaceutical industry. The presentation is part of the 2009 Annual National Conference of the Pharmaceutical Marketing Research Group (PMRG). PMRG's conference is to be held in Las Vegas, NV from March 8-10, 2009.

Sharon Paik, Vice President, and Paul Snyderman, Healthcare Market Research Officer, from Ipsos Healthcare will be on hand to share and discuss a patient-centric methodology that will bring detailed understanding to the diagnosis and treatment patterns in a given market. This approach will identify key points or marketing opportunities for brand optimization.

"With fewer product launches, it is more important than ever to maximize brand potential with targeted marketing strategies," says Sharon Paik. "In an increasingly dynamic external environment, it is also important that marketers be able to adapt their brand strategy to the full range of factors that can influence the success of their brand."

Paik and Snyderman are co-presenting a case study with representatives of international biopharmaceutical company, Cephalon. Specifically, the team will illustrate a research modelling technique that identifies key opportunities and leverage points that pharmaceutical marketers need to know. The model helps marketers to better understand their situation in order to maximize brand potential in a volatile marketplace.

"The model developed provides a map of all the key decision points in the market and how the healthcare system actually works so that physicians prescribe and patients appropriately come to use the product," adds Snyderman. "By increasing the depth of understanding of patients and their experiences within the healthcare system, pharmaceutical marketers have the opportunity to demonstrate the distinct value of their brand to consumers."

The upcoming conference will focus on the increasing pressure placed upon market researchers to maximize their research dollars and overall potential. Specific attention will be given to the various methodologies used (old and new), future thinking, and overall strategy. Additionally, the conference will touch upon budget restraints, considerations for existing and new brand success, and positioning a brand for maximum potential.

To learn more about this conference, or to register, please visit the PMRG website at www.pmrq.org.

For more information on this news release, please contact:

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About Ipsos Marketing

Ipsos Marketing is a leading global market research company. With unequalled expertise in Innovation and Brand Research, we help clients understand consumer behavior, develop



and launch new products, and improve brand performance in their respective markets. Ipsos Marketing offers world-class solutions that help clients build their businesses throughout the new product development process – from the earliest stages of innovation through brand maturity. Our wide range of global solutions integrate quantitative and qualitative research as well as advanced modeling and forecasting techniques. Our research is supported by sector experts who specialize in Consumer Packaged Goods, Shopper and Retail, Health and Pharmaceuticals, Durable Goods, Financial Services, and other industries and services. By developing a deeper understanding of your brands, consumers and marketplace, we always deliver actionable recommendations rooted in reality.

About Ipsos Marketing – Healthcare Practice

Ipsos Marketing – Healthcare Practice is an outcome-oriented market research agency dedicated to delivering high value marketing research that positively impacts brand performance for clients in the Pharma, biotech, and medical device industries.

Our team is a blend of Pharma market research experts, marketing strategists, and client-side brand-builders who deliver ‘marketing-ready’ solutions to our clients. We draw from a broad range of qualitative and quantitative techniques to address critical issues throughout the brand innovation and commercialization life cycle, primarily centered around opportunity assessment, positioning and marketing communications. This makes for a powerful approach and delivers uncommon insight.

As part of one of the largest survey-based market research organizations in the world, our Healthcare Practice is present in over 20 countries, offering global scope and regional depth to successfully execute large multi-country research programs.

To learn more, please visit www.ipsosmarketing.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.).

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