



## **Ipsos Saves, Charities Gain**

Market Research Company Engages Clients in \$10,000 Gift to Three Global Causes

**New York, NY, January 30, 2009** – Ipsos has announced a corporate gift totaling \$10,000 to be donated to the North American branches of three global charitable organizations. The market research firm's donation is to be shared amongst Doctors Without Borders, World Vision, and the World Wildlife Fund. The gift is in conjunction with the company's client holiday greeting program.

"This year, we slashed our printed card program, switching almost entirely to an online, interactive e-card," explains Jim Smith, Chairman and CEO of Ipsos North America. "Doing so saved us thousands of dollars in printing, shipping, and mailing costs. We decided that the money we saved in the process should be turned around and donated to charity. The electronic option also helped to reduce our carbon footprint and allowed us to engage more closely with our clients"

In December, Ipsos invited clients and friends to determine the allocation of its corporate donation via the electronic greeting card. Recipients were asked to cast a vote for one of the three charitable organizations. Over 1600 votes were cast to determine how Ipsos would share its charitable gift.

"We wanted our holiday card to have meaning and engage our clients in the process," continues Jim Smith. "That's why we selected three very worthy yet diverse charities to support in this drive. We are a company that our clients trust and depend on for gathering public and consumer opinion, so we thought we'd turn it around and ask them to offer their opinion on how our holiday gift should be shared."

The three chosen charities represent a variety of important causes. Doctors Without Borders offers humanitarian effort to provide medical assistance in perilous regions around the world. World Vision is a relief effort aimed at tackling the root causes of global poverty. And the World Wildlife Fund is a global effort for the conservation of our natural environment. Each charity will receive a percentage of the \$10,000 set aside by Ipsos as determined by the client vote.

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### **About Ipsos in North America**

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

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In 2007, Ipsos generated 927.2 million euros (\$1.27 billion U.S.) in total revenues, of which 31% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

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