



## **Ipsos Global Co-Chair to Table Thoughts at Annual Advertising Research Conference**

Didier Truchot Joins Global Research CEOs on RFP Discussion Panel

**New York, NY, March 23, 2009** – Ipsos' Global Co-Chair and CEO, Didier Truchot, will be appearing in New York for the 2009 conference of the Advertising Research Foundation (ARF). This pre-eminent advertising research conference brings together the best and brightest minds in the field. The Paris-based Truchot, a seasoned veteran in the research world, is co-chair of the global Ipsos Group with Jean-Marc Lech.

For the 2009 ARF conference, Didier Truchot will be joined by CEOs from three other global research firms in an open panel discussion. The panel will examine the RFP process and how researchers can better respond to the specific research needs of advertisers. Donna Goldfarb, Vice President of Consumer & Market Insights at Unilever Americas, will moderate the discussion.

"In the immediate situation and over the next five years, advertisers are going to continuously face challenges and demand more from their research partners," says Truchot. "How we as researchers articulate our responses, tactically and strategically, will have impacts on both our bottom-line and our relationships with clients."

Rethink 2009: the ARF Conference and Expo, is being held in New York City from March 30 to April 1. The 2009 conference is focusing heavily on the affects of the global economic meltdown. It will also examine the challenges marketers and advertisers face in this economy and share thoughts and ideas on how research companies can better meet those needs.

Ipsos ASI, the global Ipsos company specializing in advertising research, is a proud sponsor of this year's conference and an active supporter of ARF.

To learn about the line up of speakers and the registration process, visit the ARF website at <http://www.thearf.org/assets/rethink-09>.

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

Jim Smith  
Chairman & CEO  
Ipsos North America  
(212) 584-9242  
[jim.smith@ipsos.com](mailto:jim.smith@ipsos.com)

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1700 Broadway, 15th Floor  
New York, NY 10019  
Tel: 212.265.3200  
Fax: 212.265.3790  
[www.ipsos.com](http://www.ipsos.com)



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