



Ipsos Congratulates Clients on Six Wins at ARF 2009 David Ogilvy Awards

Clients of Ipsos Take Home Four Gold, One Silver, Plus the Grand Ogilvy Award

New York, NY, April 15, 2009 -Ipsos ASI, the advertising research specialty of Ipsos, and Ipsos Understanding Unlimited, its qualitative arm, are thrilled to congratulate its clients for six wins at the ARF 2009 David Ogilvy Awards. Ipsos clients took home four Gold and one Silver award. In addition, client Frito-Lay won the Grand Ogilvy Award, the night's top advertising prize, selected from among all Gold category winners.

Grand Ogilvy Award:

Ipsos congratulates Frito-Lay for its Grand Ogilvy Award-winning "The Orange Underground" for popular snack brand Cheetos. Ipsos ASI provided copy testing for the ad through an online tool, Next Solutions, to help steer mascot Chester Cheetah's appeal to a more mature audience. The Grand Ogilvy Award recognizes "the campaign demonstrating the most successful use of research in the creation of superior advertising that achieves a critical business objective."

"The Orange Underground" also took Gold in the category of Packaged Goods.

More Winners:

In the category of Beverages + Alcohol, Nabob's "Postcards" won Gold. Ipsos ASI provided copy-testing insight into the print ad campaign for Kraft Canada.

For Personal Care, Procter & Gamble was a Gold winner for its "Next BIG Thing – Lashblast Mascara" CoverGirl Cosmetics ad. Ipsos ASI provided research and consulting at several stages in the development of its blockbuster launch. Early stage ad research tools were a key element of the interactive research process.

Under Financial Services, Bank of America took Gold for campaign "Opportunities for All". Ipsos UU provided a foundational brand assessment, plus tool Quali*360 to qualitatively test ads for relevance in today's marketplace.

Finally, taking home Silver in the same category was Johnson & Johnson, for its "Couples Campaign" ad for product K-Y® YOURS+MINE®. Ipsos provided copy testing for a number of the KY "Couples" spots, using the online Next*Solutions methodology. This research explored how the ads were appealing to consumers on both a rational and an emotional level.

"I am both pleased and proud of our clients, and of our teams here at Ipsos," comments Pam Maltby, President of the advertising specialty at Ipsos. "Our clients have worked hard to create innovative, effective advertising. We share in the celebration of our research and insight being of assistance in these fine examples of successful campaigns."

The ARF 2009 David Ogilvy Awards were held on March 31 at the Marriott Marquis, New York City.

1700 Broadway, 15th Floor
New York, NY 10019
Tel: 212.265.3200
Fax: 212.265.3790
www.ipsos.com



Named after advertising legend David Ogilvy, the ARF David Ogilvy Awards recognize the role of consumer research in creating successful advertising research in making good advertising better. The criteria for the awards are based upon the application of research in four creative marketing elements: strategy development, creative development and refinement, the direction of media exposure, and demonstration of marketplace effectiveness.

Visit <http://www.thearf.org/assets/ogilvy-09> to learn more.

For more information on this news release, please contact:

Pam Maltby
President
Ipsos ASI
(203) 840-3660
pam.maltby@ipsos.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 2008, Ipsos generated global revenues of €979.3 million (\$1.34 billion U.S.).

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

Ipsos, listed on the Eurolist of Euronext – Comp B, is part of SBF 120 and the Mid-100 Index, adheres to the Next Prime segment and is eligible to the Deferred Settlement System. Isin FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP