



## **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.

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*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.

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