



Recognizing a Lifetime of Advertising Excellence for Ipsos Researcher Gerry Lukeman

Long-time Supporter of and Expert in Advertising Research Recognized with ARF Great Minds Award for Lifetime Achievement

New York, NY, April 17, 2009 - The Advertising Research Foundation (ARF) 2009 Great Mind Awards presented Gerry Lukeman, Ipsos Chairman Emeritus, a Lifetime Achievement Award at a special luncheon during Re:think: The ARF Annual Convention + Expo in New York City. The annual ARF event is devoted to recognizing research and its vital contribution made to advertising. The award for Gerry came as a pleasant surprise; just a day after Ipsos had celebrated its role in supporting six ARF Award winning campaigns for its clients.

According to the ARF, Gerry was recognized for being one of the top advertising experts in the world. He was also praised for his long-standing commitment to the ARF, contributing to the foundation as a Member Representative for ten plus years. Additionally, Gerry sponsored over thirty of the foundation's conferences, was an active participant in ARF Councils and committees, and serves as Chairman of the ARF David Ogilvy Awards.

"Everyone at Ipsos ASI is very proud of our long-time colleague Gerry Lukeman, the well-deserved recipient of the ARF's Lifetime Achievement Award," comments Jim Thompson, President and Global CEO of Ipsos ASI, the advertising research specialty division of Ipsos. "Gerry is a dedicated supporter of the foundation's ability to inspire innovation and excellence in the industry. We have all benefitted from Gerry's passionate advocacy of the role that research plays to enhance the effectiveness and creativity of advertising."

The ARF 2009 David Ogilvy Awards and ARF Great Mind Awards were held from March 31- April 1 at the Marriott Marquis, New York City.

The ARF Great Mind Awards recognize individuals who bring excellence to advertising research in the categories of research innovation, rising research stars, important member contributions to the field and lifetime contributors to the industry and ARF.

<http://www.thearf.org/assets/great-mind-09>

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