



New Qualitative/Quantitative Research Tool Helps Marketers Optimize Advertising Creative

Ipsos ASI's Next*Adlab Offers In-Depth Early Stage Insight on Ad Creative

New York, NY, May 4, 2009 – A new advertising research tool designed by Ipsos ASI is set to help marketers refine and optimize the creative content of their advertising at an early stage – and in real-time. Next*Adlab provides marketers with a combination of deep qualitative insights and strong quantitative measures to help guide the creative process before having to commit to media and production costs. This is the latest product offering from Ipsos ASI, the world's largest provider of advertising pre-testing services.

"Next*Adlab is about helping advertisers make the best decisions for their brands and their budgets prior to committing to the big ad spend," says Craig Bloomquist, Vice President with Ipsos ASI. "Our mix of quantitative and qualitative measures helps to ensure that advertisers are able to identify and diagnose key issues with their ads, ultimately optimizing creative content and maximizing effectiveness."

Next*Adlab is a flexible tool that is used when it is more important to optimize creative than to quantify the strength of an ad's performance in-market. It is especially valuable in providing marketers with timely guidance when they are, among other things, exploring different creative ideas, taking a new or bold creative direction, or trying to regain effectiveness of ad ideas that have stopped "working." It is also adaptable to any kind of material, including video storyboards, rough or finished ads, print, radio, outdoor and even multimedia campaigns.

"In today's environment, it is more important than ever to ensure your ads are having as much impact as possible," continues Bloomquist. "With so many messages, media, and ideas floating out there, combined with the mounting pressures marketers face in a world of tightening budgets and increased accountability, there is a vital need for early stage testing. Next*Adlab provides insights that help ensure your creative is on message and on target."

A Next*Adlab session begins with a quantitative phase, where up to 50 respondents evaluate ads by using state-of-the-art wireless TouchPads. The collected data is viewed in real-time by the marketing team and findings are used to inform the subsequent qualitative phase, where a smaller group of respondents dig deeper into the emotional impact of the ad and explore how to optimize it. This intimate experience with the respondents offers the advertiser rich insight into what works and what doesn't work and helps to ensure that their brand and message connect with consumers. Depending on how many ads are to be tested, the Next*Adlab quantitative/qualitative process typical unfolds in a central location over one to two days, with key data available immediately.

Next*Adlab is available to Ipsos ASI clients across North America and South America as well as in Europe and Asia.



Next*Adlab fits into a complete suite of Ipsos ASI products designed to guide marketers throughout the creative development process—from strategic development through to measuring brand performance. To review a synopsis of these products, visit www.ipsosasi.com.

For more information on this news release, please contact:

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About Ipsos ASI

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. Although the company's history is rooted in copy testing, it provides leading services in the areas of advertising tracking and brand equity evaluation. It is committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

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

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.

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