

Leading Global Market Research Firm Ipsos Launches New Online Opinion Community ThatSaid.Com

"Sharing Opinions via user generated polls and reviews"

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Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 professionals and support staff in the U.S. and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

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“Sharing Opinions via user generated polls and reviews”

New York, NY – Ipsos, a leading global market and opinion research firm, announced the launch of ThatSaid.com, an online opinion community that seeks to enhance the way people share opinions online. ThatSaid.com is driven by user generated content and provides people with the ideal platform to share and gather opinions.

On ThatSaid.com, users can:

- Create user generated polls to find out what their friends and the community think
- Share these user generated polls on any social network
- Add their favorites to their profile and at a glance see what their friends like
- Write and read reviews about any product, service, place or topic and easily incorporate Google images and YouTube videos
- Earn activity badges, user levels and virtual goods that will soon be exchangeable for visa gift cards and gift certificates to over 200 merchants

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- Connect with users who share their interests and stay up to date on one another's latest recommendations, discoveries, and opinions

ThatSaid.com will introduce full market research surveys to its community members in early 2010. While user generated polls and reviews will engage users, online surveys initiated and conducted by Ipsos will be used to provide market research intelligence for Ipsos clients. Historically, most online panel sites have lacked an interactive element and have consequently struggled to retain members. Through ThatSaid.com, Ipsos aims to cultivate a large community interested in sharing opinions and participating in more than just surveys.

Stewart Jones, CEO of Ipsos Interactive Services said “We are very excited about ThatSaid. Since the online market research industry first emerged, people’s online activity has changed dramatically. Unfortunately, we’ve been slow to adapt - in fact, most online panel sites look exactly the same as they did 10 years ago. ThatSaid.com proves that market research is finally discovering Web 2.0.”

ThatSaid was developed in conjunction with Livra.com, a leading market research technology company based in Argentina. Livra.com has been successfully running online research communities in Latin America for ten years and was acquired by Ipsos in 2008.



Diego Meller from Livra.com explained “Just as you have social networks like YouTube or Flickr that are focused on sharing videos, photographs or other content, ThatSaid.com’s focus is on sharing opinions. ThatSaid will offer value to users by providing them with an innovative platform to interact with one another and will enable them to shape the future of products and services by participating in online surveys. It’s a great complement to other social networks.”

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