

Ipsos Leaders to Take to the Podium at 2010 ARF Event

*Key Research Experts Headline Presentations at this Year's
Convention and Expo*

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New York, NY - The leading minds in advertising and marketing research are set to converge in New York, including a team of Ipsos research experts. Re:think 2010, the annual convention and exposition of the Advertising Research Foundation (ARF) is being held in New York City from March 22 to 24. Ipsos will once again be very active in the program, with several key researchers presenting at this year's conference.

"Ipsos maintains its commitment to advancing the art and science of advertising and marketing research through its ongoing participation in ARF," says Jim Smith, CEO and Chair of Ipsos in North America. "To innovate successfully and build strong, profitable brands, marketers, advertisers, and brand managers need the insight that only research can give them. ARF plays an important role in elevating the standards for research and Ipsos is proud of its role both as a supporter of the organization and as a presenter at the Re:think 2010 event."

Ipsos is sponsoring the March event and several of the company's leaders will be on hand to present new research ideas and techniques to better aid the decision-making processes of today's marketers.

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Lee Markowitz, Global Chief Research Officer with Ipsos Marketing, will examine forecasting tools for innovating and marketing consumer packaged goods. Dr. Markowitz will first discuss how traditional forecasting tools are often too rigid to apply to current innovation processes and then introduce solutions that will help marketers meet today's challenges.

Advertising researcher Leah McTiernan from Ipsos ASI will also present on big ideas in advertising, specifically examining how big ideas have launched some of the most successful brand building campaigns ever. The presentation will showcase best practices in big idea research and illustrate the importance research has in determining their success.

Re:think 2010 will also feature a presentation by OTX's Shelley Zalis and David Brandt and Ipsos ASI's Lana Busignani. In January, Ipsos announced intentions to acquire OTX Corporation. The three presenters will highlight the benefits of teaming up and discuss technology, insight, and evolution in advertising research – including a new tool for digital ad testing and tracking.

Ipsos ASI, the company's advertising research specialty, will also be sponsoring the Ogilvy Cocktail Reception. Each year, the ARF David Ogilvy Awards for Excellence in Advertising Research celebrates the extraordinary and/or creative use of research in the advertising development processes of research firms, advertising agencies, and advertisers. To top off this year's sponsorship of the Award's Reception, Ipsos is pleased to celebrate the nomination of three clients. Covergirl, Bank of America, and Wrigley have all been nominated for their exceptional use of research in determining advertising success.

"The best work we can do is work that helps our clients succeed and seeing three of them nominated for these awards speaks to the importance of the work we do together and the



value advertising research has in building exceptional brands,” adds Jim Smith. “We’re honored to host the ARF reception for the David Ogilvy Awards and congratulate Covergirl, Bank of America, and Wrigley’s on their nominations. Their work and understanding of advertising research helps them build healthier brands and we applaud their success.”

Additional information on ARF and the conference can be found online at www.thearf.org.

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