

Ipsos Takes Shopper Insights to a Higher Level

Shopper Research Expert Donna Wydra Joins the Ipsos Marketing Team

Public Release Date: Wednesday, March 31, 2010, 6:00 AM EDT



Ipsos Marketing
The Innovation and Brand Research Specialists

Ipsos Marketing – The Innovation and Brand Research Specialists – is the Ipsos brand for Marketing Research. Ipsos Marketing helps clients to develop and launch new products and services and reposition existing brands, understand the success factors behind their brands and maximize the impact of their marketing decisions. Supported by specialized teams, Ipsos Marketing offers an in-depth understanding of the drivers of consumer choice and of the marketing challenges faced by our clients. Our leading-edge solutions integrate qualitative and quantitative research, using engaging digital tools as well as advanced modelling and forecasting techniques. Ipsos Marketing is a specialization of Ipsos, a global survey-based market research company that offers expertise in Advertising and Marketing research, Customer and Employee Relationship research, Media, Content and Technology research, and Social and Corporate Reputation research. Ipsos is present in 64 countries, with a leading position in both mature and emerging markets. In 2009, it achieved global revenues of 943.7 million euros, Marketing research contributing to 47% of Ipsos' total global revenues.

Visit www.ipsos.com/marketing to learn more.

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos Marketing

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal

Ipsos Takes Shopper Insights to a Higher Level

Shopper Research Expert Donna Wydra Joins the Ipsos Marketing Team

Chicago, IL – Furthering a commitment to helping clients gain more insight into the minds and actions of shoppers, Ipsos Marketing announces that Donna Wydra has joined the company as a Senior Vice President. In her new post, Donna will take on a key leadership role in developing Ipsos Marketing’s shopper insight practice in the United States.

“Donna is a well-known industry presenter and thought leader, offering extensive experience, knowledge and shopper insight expertise to our clients,” said Lisa Lanier, President of Ipsos Marketing’s U.S. Consumer Goods practice. “Manufacturers and retailers of consumer packaged goods face a critical challenge in getting inside the shopper’s mind space. With Donna’s deep shopper research expertise, Ipsos’ clients are assured they have a research partner able to deliver on their needs and exceed their expectations.”

Donna brings broad industry experience to her new role at Ipsos, having spent several years of her career at a number of research firms including TNS, Synovate, M/A/R/C, Nielsen and IRI. In addition to extensive supplier-side experience, she also has client-side research experience at McDonald's and Leaf, Inc.

More immediately, Donna comes to Ipsos from Socratic Technologies, where she served as Senior Vice President. While in that role, she developed the firm’s consumer packaged goods practice and also worked across retail, shopper, restaurant, and other key client areas.

“Ipsos Marketing is known for its commitment to the research needs of consumer packaged goods companies. This was a key factor in my joining this outstanding team of researchers,” said Wydra of her new role. “These are researchers that understand the challenges that CPG marketers face and are fully committed to delivering research solutions that address them. I am looking forward to working with my new team and helping clients tap into greater insights in the burgeoning area of shopper research.”

A frequent speaker on research topics, Donna recently spoke at IIR’s The Market Research Event, presenting on the topic of “Growing Leadership at All Levels: Driving Decision Making within an Organization.” She also spoke at the recent IIR Shopper Insights Conference, presenting “From Inspiration and Ideas to the Mass Market: How to Find the Next Pomegranate.” Other topics of shopper insight and research discussion include respondent engagement, packaging, innovation, and online environments.

Donna Wydra is an MBA graduate from Loyola University in Chicago and holds a BA in business from Augustana College in Rock Island, Illinois. She is located in Ipsos’ Chicago office.

-30-

For more information on this news release, please contact:

Lisa Lanier
President
Ipsos Marketing
Consumer Goods
(312) 665-0621
Lisa.Lanier@ipsos.com

For full tabular results, please visit our website at www.ipsos.com/marketing. News Releases are available at: <http://www.ipsos-na.com/news/>