

# Summit Advises Seattle Marketers how to 'Take Off' with the New Consumer

## *Ipsos Knowledge Summit Shares New Ideas and Thinking on a New Consumer Mindset*

Public Release Date: Monday, April 26, 2010, 6:00 AM EDT



*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 2009, Ipsos generated global revenues of €943.7 million (\$1.31 billion U.S.).*

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.

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

---

© Ipsos

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



# **Summit Advises Seattle Marketers how to ‘Take Off’ with the New Consumer**

## ***Ipsos Knowledge Summit Shares New Ideas and Thinking on a New Consumer Mindset***

**Seattle, WA, April 26, 2010** – Seattle marketers are about to get a closer look into the mindset of the New Consumer. Ipsos in Seattle is offering an afternoon of learning and invigorating discussion on Tuesday, May 18 at the Museum of Flight. The fourth annual Ipsos Knowledge Summit will feature a mix of senior level Ipsos researchers co-presenting with a panel of respected marketing leaders from throughout the Pacific Northwest.

“Economic turmoil, societal change and social media are having an impact on the way consumers behave and interact with brands. It is vital that marketers understand the mindset of the New Consumer so they can better communicate with them,” says Mary Kaye O’Brien, Vice President with Ipsos in Seattle. “This year’s summit will help them do just that. And this year, we are doing something a bit different ourselves by turning the tables on our clients, letting them share their own thoughts and experiences in marketing to the New Consumer in a panel discussion format.”

Topics at this year’s Ipsos Knowledge Summit center on new marketing and consumer paradigms uncovered through Ipsos’ research into the New Consumer and highlight examples and discussion from a panel of marketing professionals. Three sessions will be presented:

---

© Ipsos

- 1 -

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



- After sharing insights into the New Consumer obtained through Ipsos' extensive research, Mary Kaye O'Brien will moderate a discussion of Ipsos research experts, including Stefan Hartmann from Ipsos' media research specialty, Majid Khoury from Ipsos' advertising specialty, Michael Griego from Ipsos' loyalty research specialty, and John Kiser from Ipsos' innovation and concept testing practice, on how Ipsos views the New Consumer.
- Joined by Carmen Holley of Ipsos and led by John Russell, Senior Director of Marketing, the team from Tillamook Cheese will be sharing the story of how they took a traditional brand and completely changed the way they communicate with their consumers.
- Jeff Etherton from Ipsos will moderate a panel of marketing experts from a variety of sectors to talk about the changes they've witnessed and how they are addressing the New Consumer. The panel includes marketing representatives from Microsoft Bing, Bartell Drug Co., Premera Blue Cross, and T-Mobile.

Attendance is free, however, registration is required. Interested participants can register online at: <http://www.ipsos-na.com/knowledge-ideas/events/ipsos-knowledge-summit-2010/Default.aspx>

"Clients and interested marketers in the Seattle area are welcome to attend what we plan on being an informative and inspiring discussion," concludes O'Brien. "Consumer mindsets and technology have changed significantly in the past few years and that means marketing



strategies and communications tactics need to change as well. And we'll explore these matters on May 18."

-30-

**For more information on this news release, please contact:**

*Mary Kaye O'Brien*  
*Vice President*  
*Ipsos Marketing*  
*(425) 586-5589*  
[MaryKaye.OBrien@ipsos.com](mailto:MaryKaye.OBrien@ipsos.com)

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

---

© Ipsos

- 3 -

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