

Ipsos Opens the Thinking on Market Research Innovation

*New Open Thinking Exchange Rethinks, Revitalizes, and
Reinvents Innovation in Research*

Public Release Date: Wednesday, June 30, 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.).

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Los Angeles, CA, June 30, 2010 – Ipsos has taken a close look at the future of market research and determined that one word is set to define that future – innovation. To meet the growing demands of clients, the diverse and diverging impact of media and technology and the changing nature of research, innovation is required at every front. To face this head on, Ipsos has created the Ipsos Open Thinking Exchange, a new organization within Ipsos dedicated to opening the exchange of ideas and information between marketers and their consumers. Shelley Zalis, a renowned and highly accomplished innovator in marketing, media, and advertising research, will lead the new global effort.

“Marketing is no longer about pushing messages out and building brands across mass audiences. It is much more personal. It is about creating relationships and engaging with people, listening to what they are saying and being accessible, responsive and personable. And that needs to be reflected in the way we do research,” says Zalis. “Not only has technology and media connected people, but it has also empowered them to speak their mind, exchange ideas, and collaborate. They want to be heard. And for Ipsos, being in that space and thinking in terms of this new reality will give our research greater relevancy and potency to our clients.”

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The key role of the new organization is to identify client needs and work collaboratively with them to transform research so that it is dynamic in nature, grounded contextually, and more effectively tapping into today's market sensibilities.

Aiding Zalis in the creation and implementation of this new organization is a global team of Ipsos experts in research, technology, and communications. Each is charged with a specific realm of knowledge cutting across Ipsos' five research specialties (advertising, loyalty, marketing, media, and public affairs), internal operations, and client partnering and services. This team represents each area of Ipsos, structurally and geographically, and creates a central repository of thought leadership.

"Consumers are empowered and want to be heard. The same is true for our clients. And with this enormous exchange of thought and ideas, there is tremendous opportunity for Ipsos to innovate our research offer," adds Zalis. "The Ipsos Open Thinking Exchange is all about innovation - bringing the best minds in the field of market research together to create optimal solutions that link our clients with their consumers in an ever changing world."

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