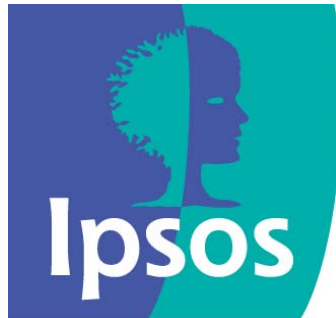


# Ipsos and Techneos Shake Things Up at Market Research Innovation Awards

*AJ Johnson and Sean Conry Nab Next Gen Market Research's  
'Disruptive Innovation Individual' Award*

**Public Release Date: Tuesday, November 16, 2010, 6:00 AM EDT**



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## **Ipsos and Techneos Shake Things Up at Market Research Innovation Awards**

### ***AJ Johnson and Sean Conry Nab Next Gen Market Research's 'Disruptive Innovation Individual' Award***

**Los Angeles, CA, November 16, 2010** – Ipsos interrupts this press release to announce that one of its own has won the inaugural Disruptive Innovative Individual award from Next Gen Market Research. The honor is shared with Techneos of Vancouver, Canada. AJ Johnson, Vice President with Ipsos Open Thinking Exchange and Sean Conry, Vice President at Techneos, won the award for their collaboration in the area of self-completion mobile digital ethnography. The announcement was made at The Market Research Event (TMRE) held in San Diego, CA from November 8 to 10.

“The individual award category was the most difficult to decide on based on the number and quality of nominations but the ongoing collaboration between AJ Johnson of Ipsos and Sean Conry of Technoes was chosen for the award,” said Tom H. C. Anderson, Next Gen Market Researcher. “Their collaborative work has challenged our methodological views in terms of the role respondents can and should play in research.”

Johnson and Conry utilized the Techneos SODA® solutions suite to combine quantitative and rich qualitative data collection across multiple mobile OS platforms via research Apps.

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They leveraged mobile data and GPS location capture with unstructured data such as photos to gain a deeper understanding of people's moods, environments and decisions.

Their research enabled people to provide insights and share opinions when and where it was important to them and challenged current methodological views of the role that respondents can and should play in research. Their groundbreaking study also challenged assumptions of "typical" consumer segments, as well as which segments could be targeted using mobile methods.

AJ Johnson is a senior leader with the Ipsos Open Thinking Exchange, a recently created organization within Ipsos dedicated to opening the exchange of ideas and information between marketers and their consumers. Shelley Zalis, a highly accomplished innovator in marketing, media, and advertising research, leads the new global effort.

"The work AJ is doing with Techneos is an excellent illustration of the kind of innovation and rethinking of research methodologies that the Ipsos Open Thinking Exchange was designed to do," says Zalis. "We are extremely proud of AJ for winning the award and acclaim of his peers. The mix of media, consumer, and brands has changed, and the work that we are doing at the Ipsos Open Thinking Exchange is set up to create innovative research solutions that address these changes. It is exactly what marketers and brand managers need and demand. Congratulations to AJ and Sean on this achievement."

For more information about the NGMR Disruptive Innovation Award, visit [www.tomhcanderson.com](http://www.tomhcanderson.com).



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