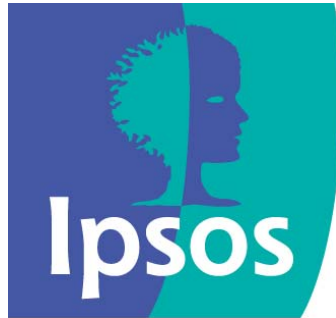


Ipsos ASI Takes Measures on Digital Marketing

Brand Graph Digital Latest Offering in Advertising Research Solutions

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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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New York, NY, December 6, 2010 – The world has gone digital and so has marketing. For the advertising researchers at Ipsos ASI, it only makes sense that developing tools that measure the impact and effectiveness of digital advertising be the next step. That is why the global advertising research leader has introduced **Brand Graph Digital**, a new research solution that matches the speed and flexibility of digital marketing with the expertise of Ipsos’ proven research techniques. **Brand Graph Digital** offers in-market testing capabilities that deliver insightful and informed results to marketers, advertisers and brand managers.

“The digital world is complicated and fast moving so marketers need to make sure they are hitting their audiences with the right messages at the right time,” says Jim Forrest, with Ipsos OTX. “We developed **Brand Graph Digital** to help them meet these demands and drive advertising success in the digital landscape, backed by the power of Ipsos ASI’s extensive experience in advertising research.”

Using **Brand Graph Digital**, advertisers are able to quickly determine brand, platform, message and campaign performance, based on real-time insight for digital advertising campaigns. This new Ipsos ASI solution provides an in market evaluation of how target audiences are responding to advertising campaigns early in the media plan. This allows advertisers to be as fast and as flexible as the medium itself.

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Brand Graph Digital offers clients with in-market ad testing and assessment, providing advanced analysis of what works and what doesn't work, allowing marketers to tweak and adjust advertising campaigns as needed with effectiveness, efficiency and expedience as its guiding principles.

"We don't just tell you what is happening, we tell you why, and recommend actions," adds Anne Hedde, President of Ipsos ASI in the US. "Our insight driven research solutions keep pace with today's digitally driven world to reveal the impact and cost effectiveness of all communications when it matters most. And that's why we've developed **Brand Graph Digital** to be non-disruptive, fast, actionable, and flexible – meeting the needs and challenges of today's digital marketer."

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