

Ipsos and Innerscope Research Create First Fully Integrated Biometric Research Products

Partnership Launches Ipsos AdLab Model Enhanced by Unconscious Emotion Measurement

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New York, NY, March 17, 2011 – Ipsos, one of the world’s leading market research companies, and Innerscope Research, Inc., the leader in using biometrics to deliver emotion-based consumer insights, announced today a partnership to fully integrate biometric measures of unconscious emotional engagement into a suite of Ipsos’ leading products.

The initial product launch will integrate Innerscope’s biometric methods and technology into the highly successful Ipsos ASI AdLab product. Ipsos clients will now benefit not only from live quantitative results and integrated qualitative, one of the hallmarks of AdLab, but will also be able to gain real-time in-depth insights on unconscious emotional response to their advertising. This launch will be followed shortly by the integration of Innerscope biometrics into the Ipsos ASI Next*Connect ad testing approach as well as Innoscreen® Concepts and Pack Evolution, the concept and package testing tools from the Ipsos Marketing group. In each case, the goal is to increase the value of the insights that clients will gain by leveraging the insights from the existing product with the additional power of the biometrics.

The work is being led by the Ipsos Open Thinking Exchange, Ipsos’ center for innovation. “We set out to find a partner with a method for measuring unconscious consumer response

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that would complement our long-time focus on emotion,” says David Brandt of the Ipsos Open Thinking Exchange. “Biometrics offers the best way to do this and Innerscope is the ideal partner. They are highly validated by academic literature and industry studies and offer a technology that we can scale globally.”

Innerscope, the only neuroscience-based company whose research has been validated by a full Advertising Research Foundation Research Review, measures unconscious emotional responses with an advanced biometric sensor belt. The belt monitors skin sweat, heart rate, respiration and movement, the key physiological indicators of emotion. Innerscope then quantifies the findings, often in combination with eye tracking, into actionable insights that empower marketing and media professionals to make better business decisions based on knowing the precise creative elements that impact emotional response.

“Partnering with one of the most successful and well-respected research companies in the world helps us to accelerate the process of making biometric research fundamental to advertisers and marketers on a day-to-day basis,” says Dr. Carl Marci, CEO of Innerscope Research. “We are thrilled to build on a relationship that started in Innerscope’s earliest days and develop game changing tools that will augment our existing business and help bring biometrics firmly into the mainstream of marketing and media testing.”

“This relationship is not about just putting together two individual business offerings and claiming it as innovative integration,” says Shelley Zalis, CEO of the Ipsos Open Thinking Exchange. “For the first time, clients will be able to seamlessly understand the additional dimension of unconscious consumer response in their day-to-day decision making, leading to



stronger end results and a greater understanding of how brands are connecting with people today."

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