

Ipsos ASI Celebrates Quality Research, Innovation and Rising Stars

*Ipsos ASI Researchers Presented with Great Mind Award and
Certificates at Annual ARF Awards*

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New York, NY, April 5, 2011 – The ARF Great Mind Awards were held in New York last week and once again Ipsos ASI rose to the occasion. The advertising research company took home one award and two certificates at the annual awards ceremony. Awards and certificates were presented at the ARF Great Mind Awards Luncheon on March 23, held during the ARF Re:think 2011 Convention.

Acknowledged for their significant contributions to excellence in research, Ipsos ASI's Next Connect Development team received the 2011 ARF Great Mind Quality in Research Award. In addition, two individual Ipsos ASI researchers were presented with Great Minds certificates – Dave Walker and Jim Leonick. The ARF Great Minds awards and certificates recognize success, contributions and advancements in the field of advertising research.

"It is my absolute pleasure to congratulate Martijn Kist and the entire Next Connect Development team for their Quality in Research Award," says Alex Gronberger, Global CEO of Ipsos ASI. "The award is a well-deserved recognition of the Next Connect team's accomplishments and Ipsos' commitment to innovation and client service. We look forward to the roll out of Next Connect in more markets throughout the year, with even more enhancements and innovations."

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The Quality in Research category, focusing on Quality Questionnaires, is brand new this year. The award recognizes survey questionnaires of the highest standards for quality and effectiveness, as judged by an ARF-recognized panel of experts in the field of advertising and communications research.

Ipsos ASI's dedicated effort to enhance questionnaire design, focusing on engagement and user friendliness, earned the team this prestigious honor. Martijn Kist, Senior Vice President, Ipsos ASI, who spearheaded the development of Next Connect, was on hand to accept the award.

Also at the awards, Dave Walker, Senior Vice President and Chief Research Officer with Ipsos ASI, was presented with an Innovation Award Certificate. The category certificate recognizes individuals (or teams) who, over the past year, have created and proven the impact of innovative new methods based on inventiveness, analytics, and/or harnessing technology. Dave has conceptualized and managed Ipsos ASI's continuous process of innovation in the area of advertising pre-testing for over 30 years.

In addition, Jim Leonick, Director of Digital Excellence with Ipsos ASI, was presented with a Rising Star Award certificate. The category celebrates individuals who have less than seven years experience and whose contributions during the last year marked them as researchers with potential for future greatness. Jim was instrumental in the development of the Live|Stream technology which Ipsos Open Thinking Exchange developed as a way to measure online ad exposure and conduct research among consumers exposed to an advertiser's online assets.



“Ipsos ASI is all about great thinking and we applaud Dave and Jim on their achievement,” adds Alex Gronberger. “Innovation is a cornerstone of our business and something that our clients have come to expect of us. The market and the way people respond to and interact with advertising constantly changes and our clients need us to deliver research solutions that suit those dynamics. It is people like Martijn, Dave, Jim and our Next Connect team that help make it happen and we are proud of their success.”

The ARF believes that research must become innovative to respond to the new questions that marketers are asking as the media and marketing landscape undergoes fundamental and permanent change. The ARF Great Mind Awards recognizes and celebrates achievement in six award categories: research innovation, rising research stars, outstanding ARF member contributions, lifetime achievement within the industry, and quality in research. For more information about the 2011 ARF Great Mind Awards, visit:

http://rethink.thearf.org/pages/great_mind_awards.

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