

Ipsos Understanding UnLtd. Reinvents Market Research Reporting

QualTV Delivers the Real Scoop on Market Research Reports

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Cincinnati, OH, May 31, 2011 – The innovators at Ipsos Understanding UnLtd. have revolutionized market research with QualTV, a new report that resembles a documentary style reality show more than a research report.

“QualTV captures people in real life, making it easier for our clients to socialize and share the findings across their organization,” says Beth Harris, Vice President of Innovation with IUU. “The visual reports have a powerful impact and really bring the research insights and conclusions to life. We already have a few more projects underway and are really excited about the potential of QualTV.”

The brainchild of Elizabeth Jarosz, Senior Research Consultant and Moderator with Ipsos Understanding UnLtd., QualTV reports are professionally filmed 7-10 minute videos featuring custom imagery, audio, and visual effects. Each project is scripted, hosted, edited, and produced by Ipsos’ internal research team. Jarosz herself is at ease behind and in front of the camera. She might be familiar to viewers, having several film and television credits, including an appearance as a contestant on Season Two of NBC’s *The Apprentice*, starring Donald Trump, in 2004.



The extraordinary thing about QualTV is its story development. Seeing the consumer story unfold during the research process is an exciting and informative experience. QualTV's editing process is as much about capturing this experience as it is about camera angles. Harris adds, "The story is the result and with that story told so well by Elizabeth, it truly makes for great and insightful viewing."

For the first project, Jarosz and the QualTV team traveled the U.S. interviewing working women and their families, discovering how brands, household responsibilities, and reliance on technology play a role in their lives.

"The pilot QualTV project, *The Voice of Working Women*, completely changes the way we look at consumer behavior, shopping habits, and the anatomy of family dynamics in the US," says Elizabeth Jarosz. "And we'll continue to learn and present more with each future issue of QualTV."

The Voice of Working Women, QualTV's first official report, is approximately 10 minutes in length and is available for viewing online here: <http://vimeo.com/22318582>.

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