

Seattle Summit Uncorks Ideas for Global Thinking, Local Action

Ipsos Knowledge Summit Examines the Link between Local and Global Marketing

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Seattle, WA, June 2, 2011 – Ipsos is once again challenging Seattle marketers to think about the way they do business. The company's 5th annual Seattle Knowledge Summit is slated for June 9, 2011. The event will feature senior researchers from across Ipsos' five specializations (advertising, loyalty, marketing, media, and public opinion) sharing research-based insights into the similarities and differences of global and local consumers.

"The lines between global, local and community have all blurred," says Mary Kaye O'Brien, Vice President with Ipsos in Seattle. "We can think globally and extend our brands all the way around the world, but what we do locally in the communities we work in is often where brands are made or broken. As the home of big brands like Starbucks and Microsoft, Seattle marketers know that as well as anyone."

This year's summit will offer a unique experience to participants. Ipsos is hosting the Summit at the Januik Winery in Woodinville, one of Washington's finest wineries. The afternoon schedule of presentations and discussions will then be followed by a wine tasting.

With the day's theme set on the global-local juxtaposition, topics at this year's Ipsos Knowledge Summit will range from social media to public opinion polls. Sessions will include:

- A presentation with The Seattle Times to share results of a research study on local shopping styles as well as sharing best practices for gathering and using consumer insights to drive marketing and merchandising.
- A presentation on new global trends in research, with insights to help marketers understand how to act upon these trends in the Pacific Northwest.
- A revealing presentation on America's media consumption patterns, including attitudes and behaviors driving adoption of new tech devices such as smartphones.
- An examination of global consumer opinions covering the most recent findings from Ipsos Public Affairs' Global@dvisor study.
- A presentation sharing results from a study of different well known technology products and services to help researchers and marketers better understand what they can do to improve and innovate locally.
- A countdown and review of the top ten advertising trends, based on hundreds of advertising tests and tracking studies for advertisers and senior marketers around the world.
- A presentation on how social media is impacting marketing and branding in the Pacific Northwest.
- A study of best practices on the variety of technologies to track and influence brands via social media.



- And an examination of a customer satisfaction and loyalty metric to measure your business' share-of-wallet and business results.

Attendance is free, however, registration is required. Interested participants can register online at: <http://www.ipsos-na.com/knowledge-ideas/events/seattle-knowledge-summit.aspx>

"No doubt, June 9th will be a fascinating afternoon for any and all Seattle-area," concludes O'Brien. "And it is fitting that we are hosting this at a winery because as most marketers know, reading consumer behavior and identifying their unique characteristics is as difficult as recognizing a wine's *terroir*. But with good research and expert advice to back you up, you're bound to pick a great vintage."

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