

It Takes GRIT to Recognize Ipsos Innovation

Upcoming Study Ranks Ipsos as a Leader in Innovation for Approach and Philosophy to Research

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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 2010, Ipsos generated global revenues of €1.140 billion (\$1.6 billion U.S.).

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New York, NY – In a sneak peek of the most recent GreenBook Research Industry Trends study (GRIT), Ipsos ranked second on their global list of most innovative research firms.

In 2010, GRIT began tracking which firms were perceived as most innovative within the global market research industry. For this year's list, GRIT decided to dig deeper into the topic, refining their methodology. Peers within the industry, including buyers and suppliers of research services, were asked to rank research brands. GRIT is further analyzing the data, but believes the results are a true measure of how successfully the Top 50 research companies are leveraging the innovation attribute of their brand.

Full details of the study will be released by GRIT later in February.

"Ipsos is investing heavily in new and innovative ways to conduct, compile and analyze research, because we know this is what our clients need and expect from us," says Jim Smith, CEO and Chairman of Ipsos in the Americas. "From our specially created Ipsos Open Thinking Exchange to the daily interactions of our client service team members, innovation is a driving force behind our brand. We're grateful to GRIT for their recognition and look forward to learning the full results of their study. Learning, after all, is the key to both research and innovation."

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Ipsos has become a noted star for research innovation, winning acclaim and awards at various industry events over the past year.

In November, Ipsos Loyalty's Tim Keiningham, Global Chief Strategy Officer & Executive Vice President, and Alex Buoye, Vice President of Analytics, were part of the team which won the 2011 Next Gen Market Research 'Disruptive Innovation' Award.

And in March, Ipsos ASI's Next Connect Development team received the 2011 ARF Great Mind Quality in Research Award. Two individual Ipsos ASI researchers were also presented with Great Minds certificates at the event – Dave Walker and Jim Leonick, recognizing their success, contributions and advancements in the field of advertising research.

Ipsos was also nominated in April as a finalist for the prestigious Mobile Research Conference (MRC) award for its Appcast project work with Lumi Mobile.

Watch Leonard Murphy's section on GreenBook's blog at <http://www.greenbookblog.org> for details on the study and its full release in February.

For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos North America
(778) 373-5136

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elen.alexov@ipsos.com

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