

Ipsos Applauds Clients on Tackles and Touchdowns at ARF 2012 David Ogilvy Awards

Vicks Scores Grand Prize with NFL Inspired Ad, Additional Clients Take Home Big Prizes at Annual Advertising Research Awards

Public Release Date: Friday, March 30, 2012, 6:00 AM EST



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*Vicks Scores Grand Prize with NFL Inspired Ad, Additional Clients
Take Home Big Prizes at Annual Advertising Research Awards*

New York, NY – Ipsos is thrilled to congratulate a group of exceptional clients on their wins at the ARF 2012 David Ogilvy Awards. Bank of America, Budweiser, Comedy Central, Procter & Gamble's CoverGirl, Olay, and Vick's, ConAgra's Hunt's, Tassimo, and Verizon, all took home hardware at the March 27 awards gala held in New York City at the Advertising Research Foundation's (ARF) 2012 Re:think Conference.

Vicks' NFL inspired campaign for DayQuil and NyQuil was the big winner for the evening, taking home both the Grand Ogilvy Award for overall excellence in advertising research and nabbing Gold in the Health & Professional Care category. Research for this campaign was conducted by Ipsos ASI, Ipsos' team of advertising research specialists, and Ipsos UU, the company's qualitative research practice.

"If you consider these awards as a combination of the Academy Awards, SuperBowl and Olympic Games for the advertising research world, then Vicks' NFL inspired ad would be best picture, world champion, and the top of the podium," says Michael Rabuck, Vice President with Ipsos ASI, who led the research team on the project. "Their NFL flavored campaign drew on America's passion for professional football, which just happens to fall

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right in the middle of cold and flu season. In the NFL, the need to excel each week is critical, so players don't have time for a cold. Neither does the everyday person. Vicks tapped into the national love of football, timed within the cold and flu season, to kick off a campaign that clearly produced a great win for their NyQuil and DayQuil cough and flu remedies."

To view an example of the winning Vicks campaign, view it on the ARF's Ogilvy Awards channel on YouTube at: http://youtu.be/hqDnl_zlvzk

Vicks was not alone in winning big on Tuesday night. **Verizon FiOS** also claimed big awards at the annual banquet. Their "Enciéndete FiOS" campaign targeting Hispanic Americans won recognition with a special Research Achievement Award and a Gold award in the Multicultural category. Research for the campaign was conducted by Synovate, which was acquired by the Ipsos group in October 2011.

Verizon's winning campaign can be viewed here: <http://youtu.be/U0ncWwulLgA>

Other Ipsos clients also claimed Gold and Silver awards in a number of sector specific categories.

Budweiser was toasting the night away for their "Anticipation" ad's Gold win in the International category. Ipsos ASI and Ipsos Marketing provided research support. The ad from the campaign can be viewed here: <http://youtu.be/PkEZDQo7tzE>



Hunt's cooked up Gold in the Packaged Goods category for their "Crash Kitchen Tour" campaign. Research was conducted by Ipsos ASI. A sample from this 'golden' campaign can be viewed here: <http://youtu.be/FlTuHvoUp6w>

Bank of America won Silver in the Financial Services category for their "BankAmericard Cash Rewards™ Credit Card" campaign. Researchers from Ipsos InnoQuest and Ipsos UU were part of the team. An example of the campaign can be viewed here: <http://youtu.be/raPqoMwtTdE>

Comedy Central landed a Silver award for their "Activating Awesome" campaign, with research support from Ipsos MediaCT, the media research specialists at Ipsos. A sample of the winning campaign can be viewed here: <http://youtu.be/r7B41jUryp8>

P&G's CoverGirl polished up a Silver award in the Shopper Marketing category for their "Take Beautiful Back" campaign. Ipsos provided research on the campaign. A sample ad featuring Drew Barrymore can be viewed here: http://youtu.be/addDwXnIp_w

P&G's Olay took home a Silver award in the Health & Personal Care category for their "Smooth Finish Facial Hair Removal Duo" campaign, with research conducted by Ipsos. The ad can be viewed on Olay's YouTube channel at: <http://youtu.be/HHZHps035Pk>

Tassimo won Silver in the Fashion & Household Products category for their "The Barcode Brews it Better" campaign. Research was conducted by a team that included both Synovate



and Ipsos researchers. One of the ads from the campaign can be viewed here:

<http://youtu.be/HehrFfW1a4I>

“Once again, our clients have made exceptional accomplishments at this year’s ARF David Ogilvy Awards. I applaud each of them on their success and congratulate the research teams at Ipsos and Synovate for the vital role they played. You’ve done us all proud,” comments Alex Gronberger, Global CEO with Ipsos ASI, the advertising research specialty at Ipsos. “Creating stand-out, memorable, brand-building advertising is not an easy task, but when supported by solid research that is tried, tested and true, the results are phenomenal - and not just at the awards podium. My congratulations to the marketing teams at Bank of America, Budweiser, Comedy Central, CoverGirl, Hunt’s, Olay, Tassimo, Verizon, and Vicks.”

The ARF David Ogilvy Awards for Excellence in Advertising Research celebrate the extraordinary and/or creative use of research in the advertising development processes of research firms, advertising agencies, and advertisers. Named after advertising legend David Ogilvy, the awards recognize the role of consumer research in creating successful advertising research in making good advertising better. The criteria for the awards are based upon the application of research in four creative marketing elements: strategy development, creative development and refinement, the direction of media exposure, and demonstration of marketplace effectiveness.

The ARF 2012 David Ogilvy Awards were held on March 27 at the Marriott Marquis in New York City and were sponsored by Microsoft Advertising, Ipsos and Ogilvy. Visit

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<http://www.hearf.org/ogilvy-12.php> to learn more about this year's awards or visit their YouTube channel at: <http://www.youtube.com/user/ARFOgilvyAwards>

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