

Research Tool Builds Better Value for Advertising and Branding

Ipsos ASI Strives for Better Results with Updated Brand Value Creator (BVC)

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Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. Ipsos researchers 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 and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,363 billion (\$1.897 billion U.S.) in 2011.

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Chicago, IL, July 9, 2012 – There's always a better way for advertisers to enhance their read on brand desire and get a deeper understanding of the tactical levers they have at hand. With Ipsos ASI's enduring commitment to improving research methodologies in the field of advertising research, the next generation of Brand Value Creator aims to do just that.

Last October, Ipsos acquired Synovate, pledging that the combination would result in better products, services and deliverables for clients. Living up to that promise, Ipsos ASI, the company's advertising research specialty, is launching its next generation of brand monitoring and tracking together with an updated version of Brand Value Creator (BVC).

"Created by Synovate and now part of the Ipsos ASI offer, BVC is a global tool that provides an eye to brand desire and what motivates consumers," says Alex Gronberger, Global CEO for Ipsos ASI. "Our researchers have always been committed to research excellence and constant improvement of our offer, and so Ipsos ASI's goal with this update of BVC is to build on the strengths of this invaluable research tool while continuing to help our clients gain a better understanding of the tactical levers they can employ to create better communications and thus build stronger brands."

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Fusing Ipsos and Synovate's extensive advertising research experience and global databases is allowing Ipsos ASI to further the evolution of brand monitoring and tracking. That is evident in this newly launched update of Brand Value Creator. Updated and more powerful, BVC will continue to help advertisers gain a new perspective on brand building with a focus on modern day solutions.

"While we're excited to about this launch, expect to see much more from Ipsos ASI in the near future," says Martijn Kist, Managing Director and President Products & Development at Ipsos ASI. "As we keep building on our team's collective strength and leveraging the brainpower and knowledge within the team, we will continue to refine and improve our offering, launching updated, stronger and more robust solutions in the months ahead. It is what makes for a better offer from Ipsos ASI and ultimately better results for our clients."

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