

Kimberly-Clark Corporation to Become Duke-Ipsos Board Member

Duke-Ipsos Research Center Announces Kimberly-Clark to Join as the Eighth Board Member

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New York, NY, July 11, 2012 – The Duke-Ipsos Research Center announced today that Kimberly-Clark Corporation, a leading U.S. based consumer packaged goods (CPG) company, will be joining the Duke-Ipsos Research Center, a shopper think tank and collaboration between CPG manufacturers, academics and retailers, as a Board Member.

“We are looking forward to participating in the Center and think that the collaboration between retailers, manufacturers and academics is both very unique and powerful,” says Anne Jones, Vice President, Shopper Marketing for Kimberly-Clark. “We believe that the Center will significantly contribute to our learning agenda.”

The Duke-Ipsos Research Center, jointly led by Duke University’s Fuqua School of Business and Ipsos, now consists of eight premier consumer packaged goods (CPG) manufacturers as well as Retail Board Advisors. “We are very pleased to have one of the more sophisticated shopper marketers in the industry join the group,” says Gavan Fitzsimons, R. David Thomas Professor of Marketing and Psychology at Duke who co-leads the Center along with Mark Berry, Executive Vice President and U.S. head of Shopper Insights at Ipsos. “They bring a



long history of innovation in the shopper space that will significantly contribute to the Center's success."

The purpose of the Center is to advance the knowledge of participating members through a better understanding of the decision theory associated with creating demand generation through the shopping experience. While Board Members consist of CPG companies, Retail Board Advisors predominantly consist of retailers that guide the Board on their research plans and share in the learning from the Duke-Ipsos Center's research projects. Participating retailers will also provide access to their stores for research testing. Companies with questions may contact Gavan Fitzsimons at Gavan@duke.edu or Mark Berry at mark.berry@ipsos.com.

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