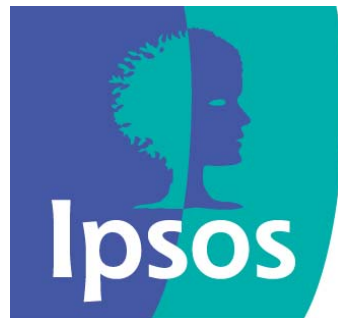


# US Hispanic Understanding at Center of New Ipsos Offer

## *Qualitative Research Suite from Ipsos UU Focuses on Growing Segment of US Population*

Public Release Date: Tuesday, October 16, 2012, 6:00 AM EST



*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.*

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.

*For copies of other news releases, please visit  
<http://www.ipsos-na.com/news/>*

---

© Ipsos

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



# US Hispanic Understanding at Center of New Ipsos Offer

## *Qualitative Research Suite from Ipsos UU Focuses on Growing Segment of US Population*

**New York, NY** – America’s multicultural mainstream, fuelled by the growing influence of US Hispanics, represents both a challenge and an opportunity for marketers,. To help marketers navigate this new normal, Ipsos UU is introducing Fusiona, a qualitative practice that integrates the power of insightful consumer research with a brand’s right-to-win in a culturally relevant way.

“The Hispanic market in the US is growing in numbers, in prominence, in wealth and in buying power, but many marketers don’t really know what makes Hispanics tick or how to communicate with them – and that means missed opportunities and lost sales,” says Sonia Rahman, Qualitative Research Consultant with Ipsos UU. “Fortunately, they can now turn to Ipsos UU Fusiona for the answers they need. Our range of customized research techniques is based on a superior understanding of Hispanic consumers and enables clients to connect with consumers at a deeper level than through language alone.”

Fusiona researchers leverage their intimate knowledge of general market and Hispanic worlds to identify synergies between the two. The goal is to help marketers achieve their maximum potential with consumers across both cultures.

---

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



“The influence of Latino culture on mainstream America is a game-changer for brand marketers,” says Kelly Tackett, Vice President with Ipsos UU. “Hispanic research no longer can exist in a silo. Instead, a deep understanding of this important segment is an essential component in the overall marketing plan. Fusiona delivers the insights clients need from this key demographic, linking them to the larger business context.”

Ipsos UU is the qualitative research brand of Ipsos, a world leader in market research and intelligence.

Ipsos UU will be presenting more information on Fusiona at a launch webinar to be held on October 18, 2012.

**For more information on this news release, please contact:**

*Kelly Tackett*  
*Vice President*  
*Ipsos UU*  
*(513) 442-6511*  
[kelly.tackett@ipsos.com](mailto:kelly.tackett@ipsos.com)

*Elen Alexov*  
*Director, Marketing Services*  
*Ipsos North America*  
*(778) 373-5136*  
[elen.alexov@ipsos.com](mailto:elen.alexov@ipsos.com)

---

*News Releases are available at: <http://www.ipsos-na.com/news/>*

---

© Ipsos

- 2 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles  
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*