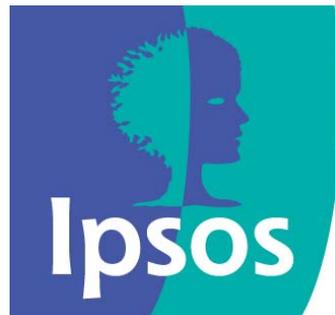


Ipsos ASI | digital Ups the Ante on Digital Marketing

Updates to Brand Graph Digital and Live | Test Aim for Better Digital Advertising Research Solutions

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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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Updates to Brand Graph Digital and Live | Test Aim for Better Digital Advertising Research Solutions

New York, NY – Ipsos ASI | digital is plotting the future of online marketing and digital communications. As a global research leader in advertising and brand communications, Ipsos ASI is embarking on a five year plan to revolutionize the way research in the digital world is conducted, with a higher standard of performance and measurement. First in that revolution is the re-launch of Brand Graph Digital and an update to Live | Test, two of Ipsos ASI | digital’s premier research products.

“Ipsos ASI | digital is taking a long look at digital communications, focusing our efforts on client driven innovation and the globalization of our services,” says Ken Mallon, Global President of Ipsos ASI | digital. “We’re charting a five-year roadmap that will see us create, build and launch increasingly innovative research tools that will help our clients achieve their digital objectives. The online world is rapidly changing and Ipsos intends to stay on top of the wave, providing our clients with the freshest and most meaningful insights possible.”

Originally launched for the U.S. ad market in 2010, Brand Graph Digital has been updated and is going global. Brand Graph Digital offers in-market testing capabilities that deliver actionable and informed results to marketers, advertisers and brand managers. As a research solution, it matches the speed and flexibility of digital marketing with the expertise of Ipsos’

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proven research techniques. The updated version is now lighter, more nimble, more modular, and available to more Ipsos ASI clients in more countries around the world.

“Things change very quickly in the digital world so we’ve created responsive and innovative research tools that help our clients connect with their audiences, using the right message at the right time and in the right place,” says Alan Thompson, Vice President of Digital Product Development with Ipsos ASI | digital. “Brand Graph Digital is one such solution. It has helped many of our U.S. clients achieve digital success so we’ve fine-tuned and updated it to make it a fully global solution for clients around the world. We’re confident they’ll see similar results.”

Ipsos ASI | digital’s quest for constant improvement and innovation is even being applied to newer research solutions, including Live | Test, Ipsos ASI | digital’s most recent offering. Launched in 2012, Live | Test is Ipsos ASI | digital’s answer to the question “how can my brand win in the digital ad age?” As the only natural in-media text of digital performance, Live | Test leverages the online medium to ensure consumers are exposed to a brand’s content during natural navigation and within a real context. Given the speed at which the digital age is moving, Live | Test has been slightly updated to meet client needs with version 1.2. This update means Live | Test can now support pre-roll video replacement on YouTube, replacement on Facebook and social comment support.

“Media fragmentation makes advertising decisions increasingly complex for advertisers and marketers, but one thing is certain – it is not slowing down,” adds Mallon. “With research solutions such as Brand Graph Digital and Live | Test, Ipsos ASI | digital will continue to be at

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the forefront of client-centric innovation. It is our commitment to provide discerning and relevant solutions to help today's digital marketer make the best decisions possible. And these updates represent the first of many."

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