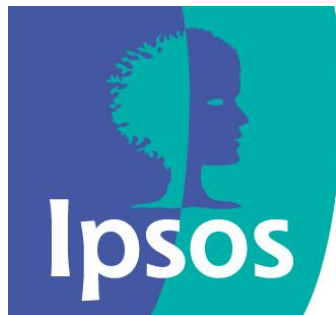


Ipsos Unveils its New Censydiam Suite of Brand Growth Solutions

Censydiam Directly Links to Business Outcomes and Connects with Deeper Human Motivations

Public Release Date: Tuesday, May 28, 2013, 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 €1,789 billion (\$2.300 billion U.S.) in 2012.

Visit 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



Ipsos Unveils its New Censydiam Suite of Brand Growth Solutions

Censydiam Directly Links to Business Outcomes and Connects with Deeper Human Motivations

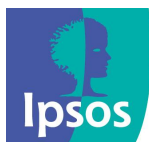
New York, NY – Ipsos MarketQuest has revisited its brand growth offer and developed a new Censydiam suite of business solutions.

This next generation of Censydiam helps marketers and brand managers uncover, prioritize and size category and cross category opportunities for growth. It also identifies brand choice drivers and provides a brand equity measure that is highly correlated with market share.

“Our improved version of Censydiam is extremely powerful and unique. It provides a deeper view of human motivations and links those to comprehensive business metrics. That understanding ultimately helps our clients define successful brand growth strategies.” says **Douwe Rademaker, Global CEO of Ipsos MarketQuest**. *“Our new offer includes powerful predictive simulations and activation workshops to turn insights into action and ensure profitable business impact.”*

When compared to other market research solutions, Censydiam has *three key points of difference*:

- It uses a **PEOPLE** centric approach and a validated psychological compass to connect with deeper human motivations.



- It identifies **PRECISE** drivers of brand growth, by deconstructing motivations across four layers: functional characteristics, social identity, emotional benefits and personality. These factors contribute 85-95% of a brand's attitudinal equity.
- It provides a simulator to accurately **PREDICT** the impact of marketing strategies on brand market share.

*"In essence, Censydiam helps marketers predict the aspects that will make their brand a success, improve their market share and determine cost of entry factors" adds **Lauren Demar, Deputy CEO of Ipsos Marketing**. "It is available in all 85 countries where Ipsos operates and is supported by a highly skilled and experienced team of global Censydiam experts who understand our clients' business needs."*

For more information on this news release, please contact:

*Sandrine Gahinet
Knowledge & Communications
Ipsos Marketing
sandrine.gahinet@ipsos.com*

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