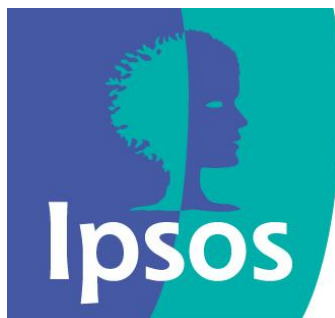


Ipsos Offers Overnight Delivery on Idea Potential

Ipsos InnoQuest's Latest Research Innovation Delivers Impact and Results in Just 18 Hours

Public Release Date: Tuesday, March 4, 2014, 6:00 AM EST



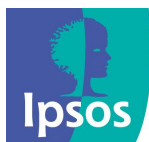
Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the 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 Offers Overnight Delivery on Idea Potential

Ipsos InnoQuest's Latest Research Innovation Delivers Impact and Results in Just 18 Hours

New York, NY – Great ideas don't come to market overnight, but now they can be tested in that timeframe. Recognizing the need to deliver innovation at an increasing speed, Ipsos InnoQuest has created a new research solution to test ideas and deliver quantitative feedback from a representative sample of consumers in just 18 hours. As a breakthrough solution, InnoQuest*Ideas Overnight is the first and only overnight idea screening offer in the industry.

"Innovation is all around us and its pace is accelerating. But that means there's less time for trial and error. That's why we're developing new solutions to help marketers test ideas and get to market sooner," says Paul Crowe, Senior Vice President with Ipsos InnoQuest in the U.S. "While not as in-depth or as robust as our existing InnoQuest*Ideas solution, our new Overnight product builds off that platform to provide a quick snapshot that helps gauge the potential for new ideas. Its strength is that it helps marketers determine if their first steps are at least heading in the right direction so they can go from brainstorming session into further product development in just one step."

InnoQuest*Ideas Overnight offers quantitative idea screening to test up to 100 ideas in less than 24 hours. Currently available in six countries – France, Germany, Italy, Spain, the UK and the United States – with more countries on the way, this innovative new solution

© Ipsos

- 1 -

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



operates in the context of a client workshop or as a last minute idea screening. Employing opportunity scores, the solution helps prioritize ideas and determines which are most likely to succeed as fully articulated concepts.

Barbara Garau, Global Director of the Innovation Platform at Ipsos InnoQuest, adds: "To succeed, your ideas need to stand out, but when you look at the market and how complex and dynamic it is, that's not an easy task. That's why we're here. With InnoQuest*Ideas Overnight, marketers get a high level yet high impact solution that helps them sleep better at night, while they sleep at night. Because successful ideas begin with the right research solutions."

For more information on this news release, please contact:

Allyson Leavy
Vice President
Ipsos InnoQuest
(516) 507-3515
allyson.leavy@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*