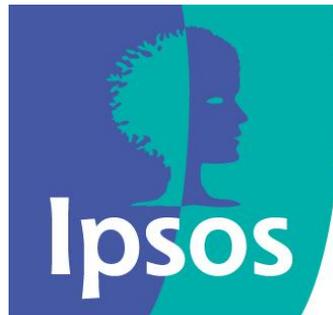


Ipsos Researchers Overjoyed with Client Wins at David Ogilvy Awards

ConAgra Foods' Fruitful Campaign Wins Grand Award,
as Revlon, Walgreens and Groupe Média TFO Take Home Prizes

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New York, NY – Ipsos is delighted to congratulate a quartet of clients on their wins at the 2014 ARF David Ogilvy Awards. ConAgra Foods, Revlon, Walgreens and Groupe Média TFO were all honored for their exceptional use of research in advertising at the March 25 awards gala held in New York City at the Advertising Research Foundation's (ARF) 2014 Re:think Conference.

ConAgra Foods' campaign entitled "Unleashing the Joy of Reddi-wip and Fruit" claimed the Grand Ogilvy Award for overall excellence in advertising, and a Gold prize in the Food and Grocery category. By focusing on its 15 calories per serving and power to transform fruit from an ordinary dish into something more exciting, the campaign promoted Reddi-wip as an everyday treat you can still feel good about.

"We are delighted to see the entire Reddi-wip team recognized for their hard work and dedication to using research to nurture and grow truly great brand communications," says Ryan Barthelmes, Senior Manager, Ipsos ASI. "ConAgra Foods used ASI:Connect to conduct part of the research for the campaign. In testing their communications, this tool enabled the team to understand the true effectiveness of the campaign and its potential to resonate with a broad audience."

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To see an example of the winning campaign, view it on the ARF's Ogilvy Award channel on YouTube at:

<https://www.youtube.com/watch?v=vXBOajmScxw&list=PLR9VfaSINEgm9Ts8jUwvuEnEvrELBjB5C&index=13>

Several other Ipsos clients were presented with awards across a range of categories.

Revlon's "Haircolor Talks" campaign truly shined as it was presented with a Silver award in the Fashion and Style category. The campaign was created for its Luxurious Colorsilk Buttercream line. Part of the research was conducted by Ipsos. An example of the campaign can be viewed here:

<http://www.youtube.com/watch?v=l0aywlet9DA&list=PLR9VfaSINEgm9Ts8jUwvuEnEvrELBjB5C>

Walgreens won a Gold award in the Pharmaceutical category for their "Less Hassle, More Time" campaign for Walgreen's Specialty Pharmacy, with research conducted by Ipsos Healthcare in addition to other agencies.

Groupe Média TFO claimed a Gold award in the Government and Nonprofit category for their "Je-ne-sais-quoi Télé" ad, with research conducted by Ipsos. The ad can be viewed here: <https://www.youtube.com/watch?v=oytwwWRBcNg&list=PLR9VfaSINEgm9Ts8jUwvuEnEvrELBjB5C>

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ConAgra Foods stuck with their winning streak by taking not only a Grand and Gold award, but also Silver. Their “Haunted” campaign for PAM Cooking Spray won in the Food and Grocery category. Ipsos ASI conducted part of the research for the campaign. A sample of the ad can be viewed here:

<https://www.youtube.com/watch?v=4nGtdOmgUfY&list=PLR9VfaSINEgm9Ts8jUwvuEnEvrELBjB5C>

“Each of the winning campaigns clearly captured the critical elements of success: a winning strategy delivered through great creative, backed by insightful research,” says Lana Busignani, President, Ipsos ASI US. “Communications research offers our clients a competitive advantage in the advertising development process by providing a wealth of insight as to what works, and what doesn’t. It was a pleasure to work with clients that not only understand the role of research, but use it to effectively inform their strategy and communications. Congratulations to all the winners at this year’s Ogilvy Awards for their achievements.”

The ARF David Ogilvy Awards for Excellence in Advertising Research celebrate the extraordinary and/or creative use of research in the advertising development processes of research firms, advertising agencies, and advertisers. Named after advertising legend David Ogilvy The ARF David Ogilvy Awards for Excellence in Advertising Research annually celebrate his spirited advocacy of research in making good advertising better, recognizing the role of consumer research in creating successful advertising.

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The ARF 2014 David Ogilvy Awards were held on March 25 at the Marriott Marquis, New York City. Visit <http://thearf.org/ogilvy-14.php> to learn more about this year's awards.

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