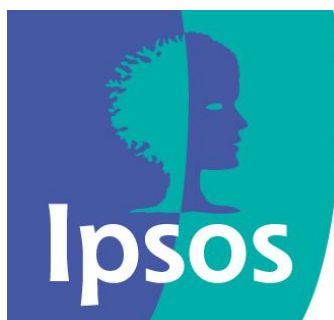


Ipsos Launches Insight Accelerator to Expedite Innovation Process

Latest Offer from Ipsos InnoQuest Creates and Tests Insights and Ideas Consecutively in Just Two Days

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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. Ipsos ranks third in the global research industry.

With offices in 86 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 €1,712,4 billion (2 274 M\$) in 2013.

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New York, NY – Uncovering consumer insights and rapidly transforming them into winning ideas are the keys to success in today's fast-paced market – and Ipsos InnoQuest is responding to this need with its newly launched Insight Accelerator. With Insight Accelerator, marketers are empowered to create and test winning insights and ideas through a high-speed, iterative process that takes just two days.

“We see our clients being challenged to develop bigger and bolder innovations in even shorter timeframes – that's why we developed a high-speed process for getting to insights and ideas in days instead of weeks or months,” says Barbara Garau, Global Director of Product Development at Ipsos InnoQuest. “By utilizing our unique overnight testing capabilities and leveraging time zone differences to our advantage, we are able to dramatically shorten the insights-to-ideas process. Now our clients can keep the voice of the consumer at the core of the process and do due diligence in identifying winning insights and ideas without sacrificing timing. This ensures that ideas are not only stronger earlier on in the development process, but that fewer risks and costs are involved as well.”

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Insight Accelerator leverages Ipsos' four decades of experience in innovation to reach a deeper understanding of consumer motivations and needs to yield winning insights and ideas. It is unique in that it:

- Fast-tracks the best insights and ideas for innovation;
- Leverages co-creation, communities and real-time evaluation to aid clients in strategic decision-making;
- Uses quicker, more efficient approaches through new technology, consumer panels, communities and online methodologies;
- Delivers validated insights and ideas across markets through proven qualitative and quantitative methodologies.

"Like the clients we serve, we strive to be at the forefront of developing innovative solutions," adds Lauren Demar, Global CEO of Ipsos InnoQuest. "Insight Accelerator is just the latest example of how we are using new technologies and methodologies to continually reinvent the way we do business in this rapidly evolving landscape."

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