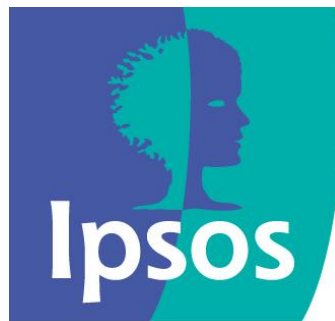


Ipsos Leaps Ahead With Advanced Implicit Reaction Time (IRT™) Method for Measuring Unconscious Brand Content and Ad Perceptions in Collaboration with NEUROHM

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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 – Ipsos is pleased to announce a global agreement with NEUROHM, an international leader in consumer neuroscience headquartered in Warsaw, as their primary partner for **Implicit Reaction Time (IRT™)** for understanding *unconscious consumer associations, perceptions and impact*.

IRT™ determines the *strength of unconscious conviction* people have to things they say, such as liking of a product, perceptions of a brand, reactions to an ad or intent to vote for a political candidate based on calibrated reaction time. Collaborating with NEUROHM, the Ipsos Neuroscience and Emotion Centre of Excellence, headed globally by Elissa Moses, co-developed advanced methodologies in this rapidly expanding area of reaction time research. The tools uniquely capture how consumers are unconsciously impacted by brands, ads, products, packages and concepts in contrast to what they overtly say in the conscious, more considered, explicit realm.

The Ipsos next generation IRT™ method is based upon highly refined algorithms that calibrate individual response speeds and eliminate biasing variables. Moreover IRT™ is effective as a module embedded within more traditional surveys for providing a seamless integrated perspective on *both conscious and unconscious* aspects of consumer response.

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Says Moses, “Implicit Reaction Time testing is a very promising, fast growing neuro method and Ipsos has organized to innovate and further develop this service. We have established advanced Implicit Reaction Time (IRT™) applications for copy testing, tracking, brand strategy, political polling, product, package and concept testing worldwide.

In essence, IRT™ is a sensitive detector of consumer ‘lip service’ that is often driven by benefit of the doubt, political correctness and simple deference to leadership brands. If we want to understand consumers, it serves to know the gap between what people say and how they feel as measured only by IRT™.”

NEUROHM is known globally for expertise in applied Neuroscience methodologies specializing in emotions, communication and neuroscientific research. The company was started in 1997 by Professor Rafal Ohme, Professor of Psychology. Professor Ohme began working with the original form of reaction time testing, IAT, as it was being established academically while he was a Fulbright Scholar in the US in 1995-96. Seeing the massive potential for the technique’s ability to “get at the truth” about deeply held perceptions and feelings, Ohme was the first to bridge the use of the tool to market research applications. Now with 17 years of subsequent R&D in this area, and collaboration over the last two years with Ipsos, NEUROHM and Ipsos have created simplified, user friendly research applications that are unequaled in their ability to measure previously unanswerable questions about the degree of emotional valence or “felt intensity” that is associated with what people say.



"Introducing Implicit Reaction Time methods enriches our understanding of what consumers truly feel and what drives their behavior. Ultimately it helps to reduce the risk of unfortunate business decisions," says Rafal Ohme, founder of NEUROHM.

Ipsos selected NEUROHM to be their primary implicit partner because NEUROHM has evolved reaction time testing methodology to a high level of excellence. This enables Ipsos clients to benefit from advanced proprietary algorithms, the deepest experience in the industry, extensive R&D capabilities and considerable breakthroughs generating consumer friendly, scalable Implicit applications.

According to Henri Wallard, Deputy CEO of Ipsos, *"Implicit Reaction Time is a very effective way to capture the feeling and emotional reaction of people exposed to advertising, political situations, media content or brand experience. The faster consumers express a rating, the more emphatic they feel about the rating and with this enriched information we can provide our clients with better understanding and decision making."*

Ipsos is a leading firm in understanding System 1 Unconscious Consumer Response with a very comprehensive portfolio of methods including IRT™, Facial Coding, Eye Tracking, Biometrics and EEG. With deep expertise designing studies that combine the most efficient and insightful combinations of both established explicit survey measures and passive emotional metrics, Ipsos provides a better understanding of the complexities of today's consumers and citizens as viewed across all categories and contexts.



About The Ipsos Neuroscience and Emotion Innovation Centre

The Ipsos Neuroscience and Emotion Innovation Centre (IC) is dedicated to creating state-of-the-art integrated methodologies where the best of System 1 Neuro Insights converge with proven predictive System 2 Cognitive measures. This provides clients with deep expertise and understanding of the unconscious drivers of consumer response in context of rational feedback.

The expansive Ipsos neuro portfolio incorporates the most advanced *Facial Coding*, *Implicit Time Test (IRT™)*, *Biometrics*, *EEG* and *Eye Tracking* available today .

The Ipsos Neuro and Emotion IC is committed to providing depth of insight to clients, comfort for respondents and scalable, cost efficient methodologies. They have developed integrated solutions for ad testing, tracking, brand health, concept evaluation, package testing, shopper behavior and qual that use the best of both cognitive research and neuroscience. The expert Neuro IC team is comprised of academic PhD neuroscientists and hands-on seasoned applied neuroscience researchers with deep experience in all neuro integrated tools.

Ipsos is the #1 global provider of multiple neuromarketing tools, with deep scientific and business application expertise. Clients include the largest multinational CPG, beverage, pharmaceutical, automotive and financial service companies. For more information: neuro.innovation@ipsos.com

About NEUROHM

NEUROHM is a global neuro research consultancy emerged from innovative R&D started in 1997. NEUROHM develops new research methods based on reaction times (RT), brain waves analysis (EEG), skin conductance (GSR) and eye tracking (ET). Their methods have been validated in studies carried out since 2008 in 20 countries on 5 continents. NEUROHM contributes to the world of business, enabling the discovery of true emotions, motives and drivers of the way consumers behave.

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