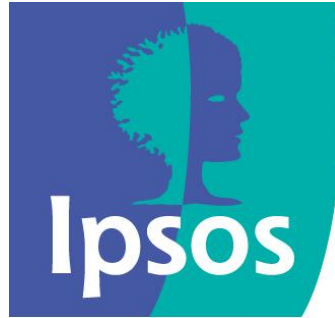


Ipsos' Client Zillow Takes Home Prestigious Effie Award

Real Estate Marketplace Honored for "Find Your Way Home" Campaign

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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 – A deep understanding of an audience can help inspire advertising campaigns that work. Ipsos is honored to have contributed to a campaign that Zillow received bronze for at the 2014 Effie Awards, an event that honors the most effective marketing and communication cases in North America. The win came in the Real Estate category for their "Find Your Way Home" campaign. The awards were presented at a gala on June 5 in New York City.

Winners of the Effie Awards represent cases that best demonstrate how they solved a marketing challenge, connected with their target audience, and achieved the results to show it worked. Zillow's "Find Your Way Home" campaign achieved precisely that. The campaign shows how modern families use technology to drive their house hunt, as well as the emotional significance tied to finding not just a home, but also a place for their life to happen. It aired 30- and 60-second spots nationwide on channels such as HGTV, CNN, ABC Family and Travel Channel. The campaign also includes radio, print, mobile and digital elements.

Zillow partnered with Ipsos to conduct qualitative research during the creative stage, as well as Awareness, Attitudes and Usage (AAU) tracking studies – before, during, and right after the TV campaign – to monitor its impact. Specifically, these studies measured how many

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people recalled seeing the advertisement, along with their awareness and usage of Zillow and its offerings.

“We are thrilled to see the Zillow team recognized for an outstanding campaign that hit the mark with home buyers,” says Mary Kaye O’Brien, Vice President of Ipsos MarketQuest in Seattle. “As Zillow knows, a marketing communication strategy must leverage consumer insights to stand out, be effective, and ultimately deliver real results. We value our partnership and are delighted to play our part in an extraordinary creative concept.”

The Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing communication that contribute to a brand's success. Since 1968, winning an Effie has become a global symbol of achievement. Today, Effie celebrates effectiveness worldwide with the Global Effie, Effie Asia-Pacific, the Euro Effies, the Middle East / North Africa Effies, the North American Effies and more than 40 national Effie programs.

To view Zillow's TV ads in the "Find Your Way Home" campaign, visit

<http://www.zillow.com/tv/>.

For more information about the 2014 Effie awards, visit

https://www.effie.org/award_program/partner/26.



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