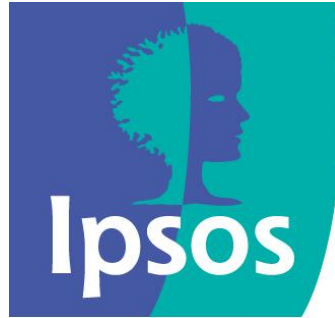


Ipsos Puts Extensive Knowledge of Influencers on Display

New Research from Ipsos MediaCT Helps Brands Connect with Coveted Segment

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New York, NY – A strong supporter of a brand is truly a marketer’s best friend. But finding these Influencers – and engaging them – can no doubt pose a challenge. To respond to this need, Ipsos MediaCT is delivering new and unparalleled insights that empower brands and media companies to better connect with the Influencers that matter most to them.

“With the rise of social media, an abundance of product choices and heightened skepticism of certain advertising messages, word of mouth and recommendations are becoming more important than ever,” says Dr. Steve Kraus, Senior Vice President with Ipsos MediaCT.

“Today when it comes to what to watch on TV or which apps to use, our research shows that most Americans look to such Influencers for guidance. This makes it crucial for media brands and marketers alike to understand how to connect both with this group, as well as through them.”

As market intelligence leaders in media, Dr. Steve Kraus and Gavin Bridge, Vice President with Ipsos MediaCT, were invited to speak at the 2014 Cynopsis Big Monetization Summit in New York City, regarded as one of the premier events for the sharpest thinkers in strategic digital marketing, viewer engagement and cross-platform media planning and placement. Their presentation – Live Focus Group: Influencers – featured five key Influencers who answered questions centered on the power of word of mouth marketing.

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Kraus and Bridge led the panel in a discussion to unearth just how persuasive Influencers are in the digital age, and how brands can work with them to build relationships with consumers. The panel provided a fresh perspective about how they build followers, their media consumption habits, and what impacts their decision making. Key takeaways encouraged marketers to consider the differences among various Influencers, and stressed the importance of reaching their target audience through strategic and truly authentic interactions.

“The digital realm offers a barrage of new information and data to today’s advertisers,” adds Bridge. “However, understanding what information is valuable and extracting the actionable insights is a challenge within itself. Our goal is to offer our clients a clear picture of where to focus and help them put together a strategy to monetize digital content.”

Cynopsis Media, a division of Access Intelligence, is the publisher of five free trade publications for the television, media, digital, and sports TV industries. Cynopsis Digital’s Big Monetization Summit focuses on providing insights on next generation business models and strategies for developing and distributing quality digital programming and discussing where revenue really lies and how brands are trying to reach companies. For more information on Cynopsis Digital’s Big Monetization Summit, visit <http://www.cyndigitalmonetization.com/>.



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