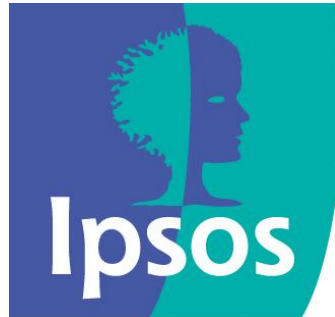


Ipsos Offers Perspectives on Agency and Client Challenges at Upcoming 2014 ESOMAR Congress

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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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Ipsos Offers Perspectives on Agency and Client Challenges at Upcoming 2014 ESOMAR Congress

New York, NY – Ipsos will proudly participate in the upcoming ESOMAR Congress (7 – 10 September), offering its perspectives on the state of the research industry - including both agency-side and client-side challenges.

During the Opening Session, Didier Truchot, Founder, Chairman & CEO of Ipsos, will give a Keynote Interview on the topic “What inspires entrepreneurship in research?” The interview will cover the state of the market and the challenges it faces, along with Didier’s perspectives on the future direction of the industry.

Ipsos will then tackle challenges clients face specific to innovation with a session entitled “Nature vs. Nurture: Can You Change Your Innovation’s Destiny?” led by Lee Markowitz, Global Chief Research Officer, Ipsos InnoQuest. While some marketers believe that an innovation’s destiny is fixed from the start, others argue that an innovation can be nurtured to success through skillful marketing. Ipsos InnoQuest will examine both sides of the debate and share new insights into the factors that can impact an innovation’s destiny. Specifically, by identifying innovations as various personality types early on at the idea stage and tracking them over time, Ipsos InnoQuest has uncovered whether or not marketers can transform low-potential innovation personalities into higher-potential opportunities. Marketers will learn what they can and cannot influence, leading to greater efficiency and higher success rates.

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For more information about Ipsos' presentations and how to register for the ESOMAR Congress please visit <http://ipsos-na.com/knowledge-ideas/events/esomar-congress-2014.aspx>.

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