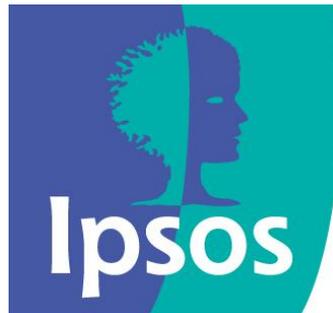


Ipsos Launches Digital Concept Testing to Increase Consumer Engagement and Provide Much Faster Delivery

Consumers Spend Over 50% More Time Reading Concepts with Ipsos' New Technology; Clients Receive Dramatically Faster Results

Public Release Date: Thursday, January 15, 2014, 6:00 AM EST



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 87 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 – Recognizing that traditional concept testing approaches are losing relevance with businesses and consumers, Ipsos InnoQuest is propelling concept testing into the digital age. Their breakthrough approach engages consumers with “swipe-able” concepts, shortened-surveys, and the freedom to choose the device on which they will complete the survey. The end result is startling: consumers spend over 50% more time reading concepts and turnaround time for results is dramatically faster.

“When the digital revolution hit, the marketing research industry tried to apply the same old methods to new technology – without recognizing that the new technology had transformed the consumer as well,” says Lauren Demar, Global CEO of Ipsos InnoQuest. “With our revamped approach to concept testing, we are connecting with consumers on their terms with shorter surveys and more engaging concepts. The end result is a concept test that yields deeper insights than ever before with even faster turnaround – along with the same predictive power our clients have come to expect from Ipsos.”

Ipsos' new approach to concept testing provides:

- **Device Neutrality:** Surveys can now be completed on a computer, smartphone or tablet, enabling clients to plug into the fast-paced, digital lifestyles of consumers, as



well as access hard-to-reach groups like Millennials and consumers in emerging markets.

- **New Swipe Stimulus:** Ipsos' new swipe technology reinvents the traditional concept board for today's digital environment, which has been proven to elicit deeper consumer engagement: R&D shows that consumers spent over 50% more time reading concepts in the new format than they did in the traditional format.
- **Strategic Perspective on Innovation:** Recognizing that concept testing also needs to deliver a better business outcome for our clients, Ipsos InnoQuest delivers innovation profiling with every study to help clients not only make decisions based on a concept's performance, but also on how it fits with their innovation strategy.

In terms of turnaround time, Ipsos' new digital approach significantly accelerates the delivery of full concept testing results.

Brad Bane, Chief Operating Officer of Ipsos InnoQuest in the U.S. and leader of the new concept testing initiative adds his perspective: "I'm pretty fed up with the idea of modernization being a code word for mediocre research. Our clients have a right to expect modernized, faster research that delivers more business value, not less. Anyone who tells you that testing a traditional concept on a mobile device is good enough has clearly not done the R&D work Ipsos has. We have developed a technology-driven concept testing approach that not only delivers faster research, but also delivers better research – so our clients can get more out of their research, not less."

Ipsos' new digital concept testing approach is available in the U.S. and the UK, with additional countries available in 2015.



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About Ipsos InnoQuest

Ipsos InnoQuest helps clients accelerate innovation for today's changing world.

We help clients to kick-start their innovation processes with overnight and mobile solutions, uncover deep consumer insights with our online communities, and quantify business potential right from the start. Our fast and simple solutions validated forecasting models and real-time simulators are built on our consistent philosophy of what drives innovation success – so clients can make better decisions earlier.

Unique to Ipsos InnoQuest is our ability to combine optimization with qualification across all of our end-to-end solutions, enabling clients to maximize the ROI of their innovation initiatives.

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With unparalleled global reach and expertise across a wide range of sectors, we offer fast, simple, smart solutions that lead to more successful innovation and increased speed to market.

Ipsos InnoQuest is a specialized practice of Ipsos, a global market research company which delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 87 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 million (2 274 M\$) in 2013, of which 52% came from Ipsos Marketing.