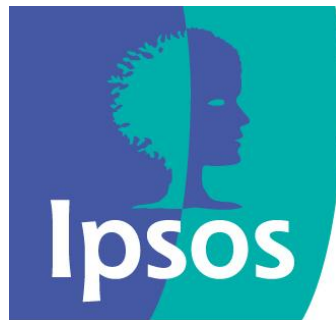


Ipsos Congratulates Clients on Successes at David Ogilvy Awards

Bank of America, Kraft's Cracker Barrel, and the Canadian Cancer Society Honored at Annual Advertising Research Awards

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New York, NY – Ipsos is delighted to congratulate a trio of clients for their success at this year's ARF David Ogilvy Awards. Bank of America, Kraft's Cracker Barrel, and the Canadian Cancer Society were all recognized for their exceptional use of research in advertising at the March 17 awards gala held in New York City at the Advertising Research Foundation's (ARF) 2015 Re:Think conference.

Bank of America took home Gold in the Financial Services category for the "BankAmericard Better Balance Rewards" campaign. Bank of America set out to identify a product for 'Revolvers', those who carry a credit card balance from month-to-month and struggle with payments. The card would recognize and reward those that use their card responsibly. Part of the research for this campaign was conducted by Ipsos.

"Bank of America's new offering is a unique alternative to traditional cards that reward for spending," says Erica Geers at Ipsos UU. "Instead, it rewards for good payment habits, making it an ideal card for Revolvers. Research played an essential role in the campaign as it helped create a product that met the needs and wants of this segment, and also incorporated communications that resonated with them."

"This engagement provided us with the unique opportunity to work on a product across the

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entire innovation ecosystem, working iteratively to develop the card along the way,” says Matthew Lausi with Ipsos Marketing. “We made significant contributions to the development of this product, which makes this award especially meaningful – it’s very rewarding to know that our insights have made such an impact on our client’s business.”

View an example of the campaign on this link: <http://www.ispot.tv/ad/76Lp/bank-of-america-responsibility>

Kraft’s Cracker Barrel claimed a Silver prize in the Food and Grocery category for its "Deliciously Different – You Be the Judge" campaign. In a category of numerous cheese brands, Cracker Barrel sought to better convey to consumers the superiority of their cheese to others. Focus groups, neuroscience testing, copy testing, tracking, and marketing mix analysis were used to develop and evaluate the advertising which used humor and storytelling to great effect. Ipsos Understanding Unlimited and Ipsos ASI contributed to the research behind the campaign.

“It’s been great to see the business success that came out of a truly collaborative partnership working closely together with Kraft on this campaign,” says Paul Neuzil, Senior Vice President with Ipsos ASI. “Cracker Barrel wanted a new way to reinforce the message that this isn’t a run-of-the-mill cheese, and so they took this idea of doing things a little differently to their advertising, which included an unexpected twist at the end of their ads.”

An example of the Cracker Barrel campaign can be found here:

<https://www.youtube.com/watch?v=9EZ7bgaIrcE>

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The Canadian Cancer Society received Silver in the Government & Nonprofit category for its “Fearless Challenge”. The charity was facing a dilemma: a significant slowing of dollars as a result of a loss of share to a number of other charities. They needed to understand how they could reignite commitment to the Canadian Cancer Society. The result was the Fearless Challenge, a unique multi-channel initiative that encouraged Canadians to face their fear, so those living with cancer could do the same. Ipsos Public Affairs conducted part of the research that helped inspire the campaign.

“The Canadian Cancer Society’s “Fearless Challenge” was both inspiring and effective, helping to play a role in changing the conversation around cancer,” says Sean Simpson, Vice President with Ipsos Public Affairs. “Our team is incredibly proud to have been involved in such a meaningful campaign.”

View a sample of the campaign here: <https://www.youtube.com/watch?v=WqnhmLLW2fg>

“Congratulations to the winners of this year’s Ogilvy Awards on receiving this recognition of their great work,” says Pierre Le Manh, CEO of Ipsos in North America and Global CEO of Ipsos Marketing. “These three campaigns are not only wonderful examples of how research can be of immense value in producing effective advertising, but also of the power of close collaboration in this process. We are proud to be their partner and to have been part of these campaigns.”

The ARF David Ogilvy Awards for Excellence in Advertising Research celebrate the

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extraordinary and/or creative use of research in the advertising development processes of research firms, advertising agencies, and advertisers. Named after advertising legend David Ogilvy, The ARF David Ogilvy Awards for Excellence in Advertising Research annually celebrate his spirited advocacy of research in making good advertising better, recognizing the role of consumer research in creating successful advertising.

Visit <https://www.etches.com/ehome/ogilvysubmission/home/> to learn more about this year's awards.

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