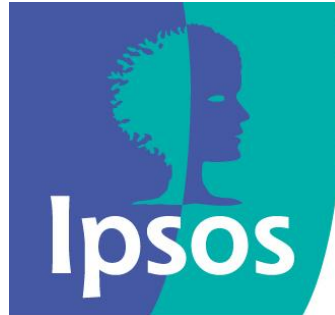


Nagisa Manabe Joins Ipsos to Lead Global Path to Purchase & Shopper

Public Release Date: Monday, September 28, 2015, 6:00 AM EDT



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 five research specializations: brand, advertising and media, customer loyalty, marketing, 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 €1,669.5 (\$2,218.4 million) in 2014.

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New York, NY – Nagisa Manabe has joined Ipsos in the newly created role of Global President of the Path to Purchase & Shopper service line. Based in the US, Nagisa reports to Lauren Demar, Global Deputy CEO of Ipsos Marketing.

In her role, Nagisa has responsibility for rolling out a global offer and capability for the Path to Purchase business. This service line specializes in helping clients to understand the purchase journey for a product or service and build strategies for influencing the touchpoints to drive purchase choice. It will also partner with Ipsos SMX on social intelligence solutions to understand the digital path to purchase and address client needs in this area.

Nagisa has an impressive background to bring to this role. She has 20+ years of Marketing experience in various brand marketing and innovation roles with an A-list of CPG clients including P&G, Unilever, Diageo, Campbell's, and Johnson & Johnson. Most recently she was the Chief Marketing & Sales Officer for the United States Postal Service. Nagisa has an undergraduate degree from Yale University in Economics & Japanese Studies, and an MBA from Harvard Business School.

Lauren Demar commented: *"Ipsos has been working with clients to provide insights and strategic action plans in shopper research for many years. We are augmenting an already impressive set of solutions to reflect today's digital decision journey and the impact of e-commerce. Nagisa is the right*

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person to lead this charge. Having worked with her in my past life, I can tell you first-hand that Nagisa is whip-smart, strategic, collaborative and highly creative. She will bring out of the box ideas to the Path to Purchase / Shopper space to help our clients accelerate growth."

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