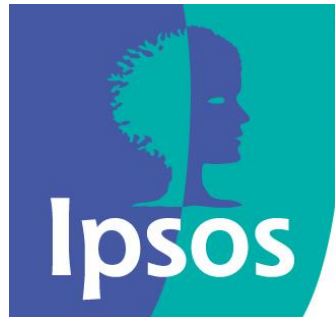


Ipsos Appoints New Leader of Millennials, Kids & Family Center of Excellence

Janet Oak Brings More Than 15 Years of Experience in Research and Brand Strategy

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New York, NY – Ipsos announced today that Janet Oak has joined as Senior Vice President of the Millennials, Kids & Family Center of Excellence. Reporting to Joe Cesaria, she will lead all market intelligence relating to the youth and family cohorts, and facilitate global research initiatives across a variety of industries.

In announcing the appointment, Joe Cesaria, Senior Vice President, U.S., Ipsos Connect says: “There are few, if any, brands that could not benefit from a deeper understanding of how to engage with kids, parents and Millennials – segments that require specific messaging and value propositions. Janet’s impressive skills and expertise in this area will help clients with exactly that.”

Prior to joining Ipsos, Oak spent three years as Head of Global Advisory & Custom Shopper Insights at Galileo Global Branding Group. Before that, she served as Managing Partner of The Family Room for seven years, where she led new product and program research.

Oak was also Vice President of Insights & Strategy of Pernod Ricard, and held senior account planning roles for multiple creative and design agencies. She began her career in publishing, launching several successful technology lifestyle magazines.

“I’m very excited about the opportunity to work with clients to help them understand their current and future customers and, more importantly, to communicate with this audience effectively,” says Oak of her new role.

Janet Oak is based in the company’s New York office.

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- 1 -

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For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

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- 2 -

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