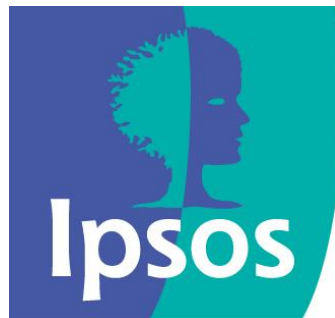


Ipsos Clients Recognized for Advertising Research Prowess

Merck and Kingsford Charcoal Earn Gold Masters of Insight Awards at 2016 ARF David Ogilvy Awards

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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 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 €1,785.3 (\$1,981 million) in 2015.

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New York, NY – Ipsos is delighted to congratulate two clients on their success at the Advertising Research Foundation’s (ARF) prestigious David Ogilvy Awards. Merck and Kingsford Charcoal were honored for advertising research excellence at the March 15 awards gala held during Re!Think in New York City.

The ARF David Ogilvy Awards celebrate the critical role of insights in great advertising. Masters of Insight awards are given to companies that demonstrate creative approaches to analytics and consumer insight and lead innovative partnerships with the entire creative team.

Merck’s “Flying Ragweed” and “Green Fields” campaigns claimed a Gold award in the Innovation category. Ipsos SMX and Ipsos Healthcare generated market research insights that informed the content of the campaign using an online community of allergy sufferers.

“Using a community to connect with allergy sufferers, whose conditions are often quite severe, allowed us to increase our level of empathy as researchers and discover things on a

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much more organic level,” said Bogdan Dragut, Vice President, North America, Ipsos Healthcare.

Kingsford Charcoal earned a Gold award in the Cross-Platform category for the “United We Grill” campaign. Kingsford Charcoal created the new campaign to highlight the social benefits of gathering friends and family around the grill, and partnered with Ipsos Connect for its copy testing.

“By positioning charcoal as the magnet that brings people together, the campaign was able to tap into consumers’ emotions, which ultimately set Kingsford Charcoal apart from the other brands out there,” said Laura Dranschak, Director, Ipsos Connect.

“We are very proud to have played a part in the success of our clients Merck and Kingsford, and we are happy to see them and their Ipsos partners honored at this year’s ARF David Ogilvy Awards,” said Pierre Le Manh, CEO, North America, Ipsos. “We are fortunate to work with clients who value the role of insight in creativity and believe in the power of research to gain deeper knowledge of consumers.”

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

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The ARF 2016 David Ogilvy Awards were held on March 15 at the New York Hilton Midtown. Visit [this page](#) to learn more about this year's awards.

For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services, North America
Ipsos
(778) 373-5136
[*elen.alexov@ipsos.com*](mailto:elen.alexov@ipsos.com)

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