



## Insights from Ipsos in Canada

Values, Motivators & Advertising, Handheld Responses  
and Holiday Must-Haves

**Toronto, ON, September 2, 2004** – Why and how does advertising work? What are the advantages of using handheld technology for 'intercept' interviews? And just how connected are Canadians when they're on vacation?

Get the answers in the latest issue of Ipsos Ideas Canada, the free monthly e-newsletter of research, opinion and insights from the Ipsos Group, the global survey-based market research firm.

### **Beyond Emotion:**

Understanding emotion is important for marketers because emotions influence brand perceptions and behavior. But it's no longer enough, says John Hallward, of the Ipsos Group of companies.

"Although measuring emotions is insightful, emotions alone do not explain behavior," notes Hallward, head of product development for Ipsos-ASI, the advertising research company. "For emotions and motivations to evolve into behavior, consumers must become engaged and involved."

That's why Ipsos is beginning to probe consumer values and motivators. Emotions, personal values, and motivational drivers interact and influence how a consumer interprets and understands an advertisement and better describe how or why an ad is effective or not, Hallward says.

"Decoding this feedback delivers useful insights that can help marketers better understand and better deliver compelling advertising," he notes.

### **Helping Hand:**

Using handheld technology for intercept interviews offers important advantages in terms of accuracy, efficiency and speed, according to Ipsos-Reid.

For nearly 15 years, Ipsos-Reid has conducted an annual intercept study for a major entertainment event. Last year, Ipsos-Reid encouraged the client to shift from intercepts (which used a traditional paper-based approach) to interviewing using Palm Pilot technology. This change allowed the project team to provide an interim report within days of being in field. And created the opportunity for the client to make adjustments - if necessary - while the event was underway.

A similar approach was used to interview gasoline customers at the pump. The "novelty" factor of the technology encouraged participation even in the frequently rushed process of buying gasoline.

### **Just Can't Get Enough:**

Just how connected are Canadians when on vacation? An Ipsos-Reid survey conducted on behalf of Future Shop shows that half (51%) of Canadians have taken a cell phone with them on vacation. Roughly one-in-three (34%) Canadians have taken a digital camera on vacation. Far fewer Canadians have vacationed with a laptop (12%) or a PDA (7%, Personal Digital Assistant).



Of those Canadians who have taken a digital camera with them on vacation, 85% use it primarily for personal purposes. Likewise, 69% of those who have taken a cell phone with them on vacation use it primarily for personal purposes. In contrast, laptop computers tend to be used for a mix of work purposes (41%), personal purposes (31%) or both equally (28%). In terms of future vacations, one-in-four (25%) Canadians plan on buying a digital camera before their next vacation. Fewer Canadians are planning to purchase a cell phone (14%), laptop computer (5%) or PDA (3%) before their next vacation.

#### **For more info**

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#### **About Ipsos**

Ipsos is the fastest growing market research company in the U.S. and among the most trusted research brands in North America. With more than 1,300 professionals and support staff in the U.S and Canada, Ipsos offers a suite of survey-based services—guided by industry experts and bolstered by advanced analytics and methodologies—in advertising, customer loyalty, marketing, and public affairs research, as well as forecasting and modeling. Founded in 1975, the company generated worldwide revenues of \$644.2 million in 2003.

In Canada, Ipsos is represented by Ipsos-ASI and Ipsos-Reid.

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. We offer a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, to maximize the return on their advertising investment, and, ultimately, to help them build stronger brands.

Ipsos-Reid is Canada's market intelligence leader and the country's largest provider of public opinion research. Our marketing research and public affairs practices are staffed with seasoned research consultants, with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information.

Ipsos conducts polling on behalf of *The Globe and Mail* and the CTV Television network, *The Associated Press*, the world's oldest and largest news organization, *BusinessWeek*, and the young voter's poll for *Newsweek.com*.



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