



**Market Research Creative Development Copy Testing Specialist Joins Ipsos**  
Jacqueline Matthews brings 15 years of research experience to firm's advertising research division.

**February 3, 2005, Toronto** – Ipsos is pleased to announce that market research industry veteran Jacquie Matthews has joined the company's advertising research division in Toronto as Senior Vice President of Creative Development, Ipsos ASI.

Matthews joins Ipsos, America's fastest growing market research company, from Millward Brown, where she was vice president of client services. Prior to her tenure as vice president at Millward Brown, she served as senior manager at Goldfarb Consultants and manager of a syndicated study with the NPD Group (now Ipsos-Reid). In her new position, Matthews will be responsible for providing innovative research solutions to advertising copy testing.

"Jacquie has a tremendous passion for her work, as well as an exceptional background in research and media," said Peter Haslett, President and Managing Director of Ipsos ASI. "Ipsos-ASI is committed to hiring the most dedicated, talented researchers, like Jacquie, who bring the kind of knowledge and commitment that clients expect from the world's largest provider of advertising pre-testing services."

"It's a pleasure to be a part of a specialist team that's dedicated to helping clients develop effective TV, print, radio, and outdoor communications," said Matthews. "I'm especially impressed with Ipsos's reputation for innovation and leadership."

"We're working on better understanding people's underlying emotions, going beyond the basic ad testing metrics that most companies would use. We are starting to develop more interesting, innovative products that help get at underlying unconscious, emotional attributes. We've just launched a new tool called Emoti\*scape, a pictorial grid of 40 emotions. New to the world of advertising testing, this tool helps to uncover the motivations, values, and emotions that come into play when deciding to purchase a product."

Matthews holds an honours degree in commerce from McMaster University, and an MBA from McMaster University.

**For more information on this press release, please contact:**

Jacquie Matthews  
Senior Vice President of Creative Development  
Ipsos ASI  
416.572.5044  
[jacquie.matthews@ipsos-asi.com](mailto:jacquie.matthews@ipsos-asi.com)

**Ipsos-ASI**

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, and to maximize the return on their advertising investment. Our commitment is to provide insights to advertisers to help in the development, evaluation and improvement of their advertising efforts, and ultimately, to help build stronger brands. Ipsos-ASI conducts global, national and local studies, with Canadian offices in Toronto, Montreal and Vancouver.

**Ipsos**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and reactions of consumers, customers, and citizens around the world.



Member companies 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. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting and modeling and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2003, Ipsos generated global revenues of \$644.2 million U.S. Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos offerings and capabilities.