



New Research Tools From Ipsos ASI Offer Holistic Approach To Advertising Research

*Next*360 and CampaignLab Give Advertisers the Power to Optimize Multi-media Campaigns*

Toronto, ON, May 12, 2008 – The advertising research specialists at Ipsos, a leading survey-based market research firm, have introduced two new tools to help marketers assess the potential impact of their advertising and communications campaigns. *Next*360* and *CampaignLab* are the latest offerings from Ipsos ASI and have been specifically designed to evaluate and optimize multi-media communications prior to final execution.

“Successful advertising connects your brand message with your target audience, but with so many ways to communicate, it can be difficult to know if you are breaking through and connecting,” says Jacquie Matthews, President of Ipsos ASI Canada. “With these new Ipsos tools, advertisers gain a better understanding of how potential campaigns will succeed across multiple streams of media before investing in expensive media buys. We take a holistic approach to understand the full potential of your message.”

*Next*360* is a flexible copy testing tool that quantitatively evaluates the strength of a campaign across all traditional and new media touchpoints. The tool tests the campaign messages with online audiences in various combinations and media in context, assessing the overall strength, reach, persuasive potential, and the emotional response. The campaign in its entirety, as well as the contribution of each individual touchpoint can be evaluated.

CampaignLab is a quali-quant tool that focuses on providing an early read on a campaign's overall potential for success and the added qualitative component that uncovers deep consumer insights. This product was developed and is delivered in conjunction with Ipsos Camelford Graham, a specialty unit of Ipsos in North America that focuses on qualitative research.

These new tools complement the broad range of research products offered by Ipsos ASI, a product suite aimed at providing advertisers with in-depth knowledge and understanding of their brands, advertising messages, and target audiences.

“To have your message miss the mark is costly to both your brand's equity and your bottom line,” continues Ms. Matthews. “That's why Ipsos' full suite of advertising research tools are so valuable to clients – to help make sure your message gets noticed, is understood and creates the desired reaction by the right audiences.”

For more information about these products and Ipsos ASI, please contact:

Jacquie Matthews
President
Ipsos ASI Canada
416.572.5044
jacquie.matthews@ipsos.com

**Ipsos ASI in Canada**

Ipsos ASI is a leading provider of advertising and brand equity research expertise around the world. In Canada, Ipsos ASI has offices in Toronto, Montreal, and Vancouver offering validated research solutions needed to help marketers make the best decisions throughout all stages of the advertising and brand equity building process. They are committed to providing the best research decision-making criteria to maximize the expected return on investment. This is done at the development stage of advertising to increase in-market success; through active in-market monitoring to keep a vital pulse on the brand's equity dynamics; by capturing the impact from marketing initiatives; and importantly, in a competitive context, providing consultation on achieving optimal media mix and spend levels. Our staff has expertise in advertising, media, and brand equity, and share a passion to help marketers build better brands. Ipsos ASI is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca.

Ipsos in North America

Ipsos is one of the fastest growing market research companies in the U.S., market leader in Canada, and among the most trusted research brands in North America. With more than 1,500 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, media and public affairs research, as well as forecasting, modeling, and consulting. Ipsos companies offer a complete line of custom, syndicated, omnibus, panel, and online research products and services.

Ipsos conducts polling on behalf of the Associated Press, the world's oldest and largest news organization.

In 2007, Ipsos generated 927.2 million euros (\$1.27 billion U.S.) in total revenues, of which 31% came from its North American operations. The Paris-based company was founded in 1975 and has been listed on the Paris Stock Exchange since 1999.

Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.