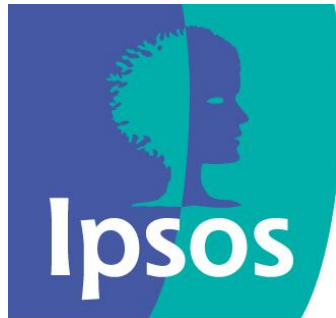


Ipsos Focuses the Lens on Custom Panel Research

Ipsos Connect Panels Helps Marketers Use Panel Research to Connect Insights

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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. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company. With offices in 84 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, 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 €1,789 billion (\$2.300 billion U.S.) in 2012.

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Vancouver, BC – While much of the buzz in the research world is about listening to web chatter, marketers continue to derive value from the insights and feedback of their most engaged and involved brand followers. Recognizing that, Ipsos has reconfigured its custom panel team to stand out on its own as Ipsos Connect Panels.

“Ipsos has long been committed to custom panel research, so in essence, what we’ve done is reorganized and rebranded our custom panel team to ensure we continue to provide the complete spectrum of services available for online panel research,” says Amy Moffatt, Vice President and head of the new Ipsos Connect Panels team. “We have an accomplished and experienced team of panel managers who know every aspect of panel management and we’ve been delivering engaging, enlightening, and informative results for over 10 years.”

This reconfiguration is in line with Ipsos’ evolving expertise in online market research. Recently, Ipsos launched Ipsos SMX, the company’s social media exchange which will focus on leveraging social media engagement for research insights through communities and social listening. Ipsos Connect Panels will focus on connecting insights within online custom panels that provide simple to complex quantitative and ad hoc qualitative capabilities.

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As the company's custom panel experts, Ipsos Connect Panels will support client service teams in the development and deployment of custom panels. Currently, the Ipsos Connect Panels team manages over 30 distinct panels.

"While member retention is central to the creation and success of a custom panel, we want to ensure we also provide flexibility and choice to clients, so our focus is on providing access to both qualitative and quantitative capabilities, to best meet our clients' business needs. We offer results clients can see in real time," adds Moffatt. "And our team at Ipsos Connect Panels has the experience and expertise to deliver the metrics and results that matter most."

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