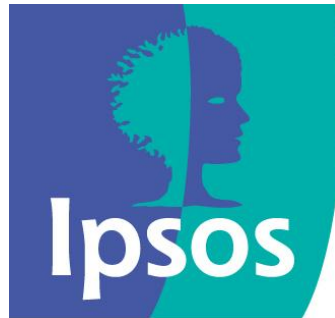


Ipsos Aims to Redefine and Mobilize Qualitative Research across Canada

Three New Hires Represent Next Step in a Continuous Improvement Process for Qualitative Methodologies

Public Release Date: Monday, October 21, 2013, 6:00 AM EDT



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.

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

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>*

© Ipsos

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



Ipsos Aims to Redefine and Mobilize Qualitative Research across Canada

Three New Hires Represent Next Step in a Continuous Improvement Process for Qualitative Methodologies

Toronto, ON – Ipsos is taking qualitative research in Canada to the next level. From focus groups to mobile technology, today's qualitative researcher is connected to consumers and always looking to dig for deeper insights. Three of the industry's brightest stars have just joined Ipsos as part of a continued effort to uncover fresh perspective through new and innovative methods: LeeAnne Smart and Serra Shular in Toronto and Aisling Murphy in Vancouver. Gary Bennewies, CEO and President of Ipsos in Canada, made the announcement.

"Many marketers equate qualitative research with focus groups, and while that's an important component, it is far from the full picture," says Gary Bennewies. "We're looking to reshape that perception, taking full advantage of Ipsos' global resources and expertise in the field, and exploring and exploiting new technologies and methodologies for a more robust solution to qualitative research. And with Aisling, Serra and LeeAnne on board, we'll be able to boost these solutions within the Canadian market."

In Toronto, LeeAnne Smart, joins as Senior Vice President with Ipsos Healthcare. Smart is a highly seasoned leader and insight strategist with over 20 years of experience in business and

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



marketing management, and custom research. Prior to Ipsos, she worked in strategic direction and qualitative research at in-sync Consumer Insights, guiding clients in the pharmaceutical sector, followed by her work at Smart Insights & Ideas Inc., a research consultancy she founded. Smart began her career in organizations such as DeBeers, General Mills and Cadbury. At Ipsos, she will help companies in the healthcare sector uncover insights into their consumers' needs.

Also joining the team in Toronto is Serra Shular, Associate Vice President, with 16 years of consumer research experience, with nearly a decade focused exclusively on qualitative research. Shular's qualitative methodology experience includes focus group moderation, in depth interviews, consumer immersions and ethnography in usage/situational environment. She previously worked with the Research Strategy Group, the Hazelton Group, and Solutions Research Group.

In Vancouver, Aisling Murphy, Associate Vice President, brings over 13 years of experience in qualitative market research to the table, including expertise in both traditional and online qualitative studies. Her online approaches include interactive discussion boards, webcams, and live chat interviews and group discussions. She joins the team from Vision Critical and was previously with Hall & Partners Brand & Communications Research.

"This trio is just the start of what we at Ipsos expect to be a whole new way of thinking about qualitative research in Canada," adds Bennewies. "Leveraging the depth and resources of



Ipsos' global reach and qualitative expertise while putting a distinctly Canadian accent on it, I'm confident that Leeanne, Serra and Aisling will help our clients uncover new insights in innovative ways that have a bigger impact on their brand and their business."

For more information on this news release, please contact:

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

News Releases are available at: <http://www.ipsos-na.com/news/>

© Ipsos

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*