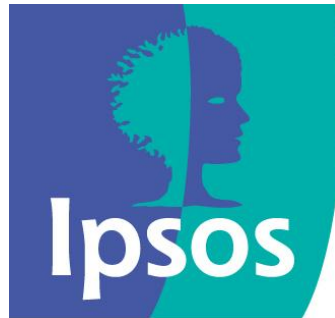


Ipsos Rounds Up in the West to Focus on Regional Client Needs

Michael Rodenburgh Takes on Executive Role for Ipsos in Western Region

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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 – You could call it the story of how the West was ‘one’. Canada’s number one market research firm and a global leader in over 80 countries is changing its approach to market research in Western Canada and the Pacific Northwest, making regional client needs their number one priority. Today, Ipsos announced a strategic realignment of its local practices serving clients in British Columbia, Alberta, Saskatchewan and Manitoba. The change also impacts Ipsos’ practice in the U.S. Pacific Northwest.

“We took a careful look at the market and the clients we serve from our Vancouver, Calgary and Seattle offices and it became very clear that we had opportunities for improving the way we meet their research needs,” says Gary Bennewies, President and CEO of Ipsos in Canada. “There are some extraordinary and innovative companies in Western Canada and the Pacific Northwest, but their needs and their structures are different than in other markets. They get more benefit from local experts backed by global resources and a research team that fully knows their business from all angles. And in the West, Ipsos is best qualified to meet those needs.”



To help steer this initiative, Michael Rodenburgh has been appointed Executive Vice President for Ipsos in the region. Rodenburgh, a seasoned research veteran with expertise in advertising, marketing and innovation, joined Ipsos in 2011. Supported by a team of local research experts across the region, he will lead Ipsos' business operations in Western Canada and the U.S. Pacific Northwest.

"Ipsos has tremendous global reach and impact, but what we need to do in the West is localize our brand, and better reflect the reality of the market. The West is big and wide but the market here is more compact – we know the decisions makers here and now we want them to know us better," says Mike Rodenburgh. "But first, we need to realign our services, invest in and explore new methodologies, and put more focus on our own people. We have some great researchers here and we intend to do better by them through improvements in training, team building, collaboration and opportunity sharing. And of course, investments in exciting new methodologies such as neuroscience and mobile research."

Under Rodenburgh's leadership, Ipsos' team in the region will realign its resources, bringing expertise and skills closer together to offer a more cohesive, collaborative and unified offer. While maintaining Ipsos' global strategy of specialization (advertising, loyalty, media, marketing, and public affairs), the team will work closer together to offer regional expertise to clients.



This realignment is part of how Ipsos continues to shape the future of market research. In 2013, the company introduced a variety of new solutions for testing and researching everything from new products to marketing ideas. The company is also heavily investing in new areas of research, including neuroscience, digital and mobile technology, facial coding, cognitive and behavioral sciences, among others.

"Ipsos is proud of its leadership position, but we know that comes from a culture of being innovative, client-centric, and collaborative. And that's essentially why we are making these improvements in the West," adds Bennewies. "We certainly want our clients to know that they are getting the best insights possible from a team that is on the ground in their market and knows their business, but is backed by global strength and resources. And Mike Rodenburgh and his team across the region will make that their mission for 2014 and beyond."

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