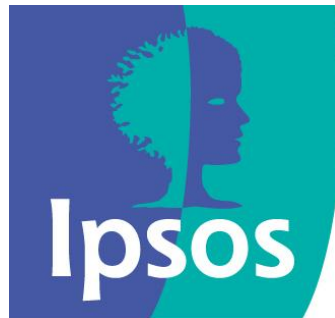


TrojanOne and Ipsos Announce Latest Round of Most Valuable Sponsorship Properties in Canada

Study Reveals Canadians Value What's Close to Home and Close to Heart

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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. Ipsos ranks third in the global research industry. With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, 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 €1,669.5 (\$2,218.4 million) in 2014.

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Toronto, ON – With seemingly endless brand choices for consumers and an increasing numbness to traditional marketing, companies have been leveraging sponsorship as a means of forging meaningful connections with consumers around the events, charities, and teams they love most. Some valuation metrics, such as media impressions and engagements, can be more easily calculated. However, there has been a recognized difficulty in measuring how the emotional connection between a consumer and a property can be leveraged to provide positive business outcomes for the sponsor.

It was that recognized gap that Ipsos, Canada's market intelligence leader, and TrojanOne, an entrepreneurial marketing agency, set out to fill with the Canada's Most Valuable Property (MVP) Study in 2012. The MVP Study gets down to the root of passion points, establishing a "Value Metric" to measure the degree of emotional connection a property can create between consumers and its sponsors and directly link that to positive business outcomes.

The study draws on qualitative input from industry experts and a nationwide survey of over 1,000 Canadians, assessing a list of 100 Canadian properties across a number of sectors such as professional and amateur sports, arts, events, health causes, and more.

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With the third installment, the MVP Study has evolved once more to better capture marketplace needs. “Last year we took a look at identifying Canada’s Most Respected Sponsor, ultimately showing the companies that are most likely to be gaining value from their sponsorship activities. This year we’ve taken the study even further, isolating data for gender and younger generations to show even more insight into the minds and hearts of Canadians,” explains Jordan Levitin, Senior Vice President with Ipsos.

Results of this year’s MVP Study were presented at Canadian Sponsorship Forum on June 5, 2015 in Edmonton.

The Most Valuable Properties in Each Category Are:

- Health Causes and Overall MVP: Canadian Cancer Society
- Professional Sports: The Grey Cup and Each Canadian’s Favorite NHL Team (tie)
- Amateur Sports: Canadian Olympic Committee
- Arts: Major Museums and Art Galleries
- Entertainment: Nearest Theme Park/Attraction
- Events: Winter Cultural Festivals
- Youth Causes: Kids Help Phone
- Social Causes: World Wildlife Fund
- Among Teens: Local High School Sport Organization

“What’s fascinating with our study is that the top contenders in each category have seen minor fluctuations in the past three iterations of the study, but once we expanded the focus across demographics, we noticed properties reaching top standings that hadn’t even been on our Top 10 radar before,” says Dr. Norm O’Reilly, Senior Advisor with TrojanOne’s



Consulting Group. “This new set of data will be invaluable to both brands and properties as they make strategic decisions in planning, activating, and evaluating their sponsorships.”

For more information on Canada’s Most Valuable Property Study and how to attain the full results, please visit the MVP Study [Product Page](#).

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