

Ipsos Celebrates Its 40th Anniversary in Toronto

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Ipsos is Canada's market intelligence leader and the country's leading provider of insights and data across five practice areas in eight Canadian cities.

Our expertise includes Media and Advertising research (Ipsos Connect), Marketing research (Ipsos Marketing), Customer and Employee Relationship Management (Ipsos Loyalty), Opinion and Social research (Ipsos Public Affairs), and Mobile, Online, Offline Data Collection and Delivery (Ipsos Observer and Ipsos Interactive Services).

Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos offers syndicated information and custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos is an Ipsos company, a leading global survey-based market research group.

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“Game Changers” is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance. We deliver innovation with security, speed, simplicity and substance. We are Game Changers.

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Toronto, ON – On September 24th, 2015, Ipsos celebrated its 40th Anniversary with a client event in Toronto's historic Distillery District.

Over 150 Ipsos clients and staff from across Canada attended the event hosted by Rob Myers (CEO, Canada, Ipsos), along with Ipsos global leaders, including Founder, Chairman & CEO Didier Truchot, Pierre Le Manh (CEO, North America, Ipsos) and Gary Bennewies (Global Chief Talent Officer).

The evening kicked off with Didier Truchot speaking about Ipsos' early days in Canada, the continuously changing landscape of the market research industry, and the company's future direction. This was followed by an overview of the major trends shaping our world in Canada and abroad, presented by Darrell Bricker (CEO, Ipsos Global Public Affairs). Finally, the program concluded with a moderated panel discussion on Canada today, and the challenges, opportunities and possibilities for us over the next 40 years. Moderated by Rob Myers, distinguished panel members included Allan Macdonald, Chief Operating Officer, Canadian Tire; Debra Kerby, President and CEO, Canadian Feed the Children; and Rod Phillips, Chairman, Post Media Network.

The celebration continued throughout the evening with a specially designed Canadian inspired menu of food and drinks, and a terrific performance by the gifted and versatile Canadian singer-songwriter Stacey Kay.

On the event Myers commented “I’m delighted to celebrate Ipsos’ significant milestone birthday with our clients, partners and team members. We look forward to continue to work together to keep bringing fresh thinking and innovative market research concepts to the Canadian market.”

Truchot, who is attending all Ipsos celebrations in key markets globally remarked: “It is in a spirit of open partnership that Ipsos celebrates its 40th anniversary. We’re proud of our local roots and global coverage, and of our values of objectivity and integrity. Our message to our clients with these celebrations around the world is that we will be by their side through the changes that the future holds, and continue to provide them with insights to keep their edge in the highly competitive market.”

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About Ipsos

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. Ipsos has been listed on the Paris Stock Exchange since 1999.

*Ipsos is listed on Eurolist - NYSE-Euronext.
The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).
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