



Press Release

Ipsos Most Awarded Research Agency at MRIA Event

Ipsos and Clients Receive Four Distinctions for Marketing Research Excellence

Toronto, ON – Ipsos and its clients were recently honoured at the Marketing Research and Intelligence Association (MRIA) Awards during the 2016 National Conference in Montreal. The Excellence in Research Awards recognize outstanding cases of marketing research and intelligence, communications and advertising research, public opinion research, competitive intelligence and data mining. Ipsos collected awards in four of the eight categories.

The “Smart Account” project conducted by Ipsos, Dine Discoveries and element54 for CIBC was the big winner of the evening, earning the **Pinnacle Award for Outstanding Research Project**. Ipsos Connect compiled historical learnings to help CIBC and their advertising agency determine the underpinning pillars to focus on when developing advertising concepts for the Smart Account campaign. The Ipsos AdLab methodology was used to assess which campaign had the most legs moving forward. Working as true trusted advisors, Ipsos Connect also provided continued consultation to help CIBC apply advertising best practices for the final piece of creative.

The **Best Quantitative Project** award, recognizing a research project that used exclusively quantitative techniques, was given to Ipsos and Manulife for “Censydiam Segmentation.” Ipsos Loyalty and Ipsos Marketing partnered with Manulife to gain a better understanding of Canadian consumers by conducting a segmentation study that incorporated consumer demographics, behaviour, psychographics, and articulated and unarticulated needs. The project helped Manulife with the way they communicate, approach and think about their current and prospective clients.

The City of Toronto and Ipsos Public Affairs received the award for **Excellence in Public Policy & Government** for “Uber and the Taxi Industry.” Ipsos Public Affairs was commissioned by the Municipal Licensing and Standards division to conduct a multi-phase research study on the topic of Uber and the taxi industry. The research gave the City of Toronto essential input from various stakeholder groups including residents, users, non-users, drivers and others about support and opposition to a number of proposed changes to existing regulations and bylaws governing the taxi industry. These findings were incorporated into the City’s comprehensive taxi industry review to City Council.

The City of Mississauga and Ipsos Loyalty took home the award for **Public Service Impact and/or Benefit** for the “MiWay Customer Service Satisfaction Survey.” Mississauga’s transit brand worked with Ipsos to conduct research with riders to assess the impact of new service initiatives, as well as regular services. Results of the research were used as important input into decision-making for major initiatives.

“The MRIA Awards were truly an incredible night for both Ipsos and our clients,” said Rob Myers, CEO, Canada, Ipsos. “We are honoured to work with clients that understand the central role research plays in inspiring important business decisions.”

The Marketing Research and Intelligence Association (MRIA) is a Canadian not-for-profit association representing all aspects of the market intelligence and survey research industry, including social research,



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competitive intelligence, data mining, insight, and knowledge management. Members include over 2,000 practitioners, small to large research houses, and the many buyers of research services, such as financial institutions, major retailers, insurance companies and manufacturers. The industry accounts for almost three quarters of a billion dollars in market research activities annually.

For more information on the MRIA, its annual conference and the 2016 Excellence in Research Awards, visit www.mria-arim.ca.



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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. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery. Ipsos has been listed on the Paris Stock Exchange since 1999.

GAME CHANGERS

« 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 are Game Changers.

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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