

# Ipsos Drives the Quest for Innovation

## *Newly Launched Ipsos InnoQuest Practice to Focus on Innovation and Forecasting*

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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 €1,363 billion (\$1.897 billion U.S.) in 2011.*

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## **Ipsos Drives the Quest for Innovation**

### ***Newly Launched Ipsos InnoQuest Practice to Focus on Innovation and Forecasting***

**Paris, France, March 19, 2012** - Ipsos is further specializing its marketing research services. To address the challenges clients face in today's global marketplace, the research firm has just launched Ipsos InnoQuest, a new global practice of Ipsos Marketing which will focus exclusively on providing innovation and forecasting solutions to clients. Lauren Demar will serve as Global CEO for Ipsos InnoQuest.

"We know that our clients need to launch bigger innovations faster, and demonstrate a real ROI", says Demar. So we've brought together the innovation and modeling expertise of Ipsos and Synovate to help clients across a wide range of sectors to identify, evaluate and maximize their innovation programs. Ipsos InnoQuest represents a fresh approach to innovation research that addresses the full spectrum of challenges that our clients face, from identifying insights at the fuzzy front end, through mix optimization, to product launch and beyond. Unique to our offer is our ability to provide financial metrics at all stages - even very early in the process - and clear direction for maximization of initiative potential."

Ipsos InnoQuest will offer end-to-end solutions across the entire innovation process. Its flagship brands include:

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- *InnoScreen®*, a set of solutions for evaluating and optimizing insights, ideas and concepts.
- *MarketQuest®*, a comprehensive suite of tools for product research and development offering solutions throughout the product's lifecycle. MarketQuest's product testing capabilities are unparalleled, driven by a team of product testing experts led by Mary-Beth Lake, and supported by the world's largest product testing database.
- *Designor®*, a validated, flexible model that forecasts the sales potential for consumer packaged goods innovations and provides powerful simulations that enable scenario-planning to help clients reach financial targets.
- *Vantis*, a complete set of solutions for non-CPG sectors that covers concept development, optimization, forecasting and post-launch assessment, with validated models customized by sector.

Ipsos InnoQuest is one of four new practices set up within the Ipsos Marketing specialisation – the largest of Ipsos' global business lines, representing nearly half of Ipsos total revenues in 2011.

“Each practice of Ipsos Marketing has its own plans to turn knowledge into our clients' competitive advantage. Ipsos InnoQuest will help our clients not only to avoid investing in ideas or concepts which won't make a true difference in the marketplace, but also to nurture, develop and improve concepts which have the potential to become market leaders, penetrate new populations, and leverage the full potential of new communication and distribution channels” adds Pierre Le Manh, Chairman and CEO of Ipsos Marketing. “Under Lauren

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Demar's leadership, Ipsos InnoQuest will address client needs in new ways and new models and help drive innovation and future success for their businesses."

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