



Ipsos

People are complex. Research shouldn't be.

Advertising

Marketing

Public Affairs

Loyalty

Media

Ipsos is a global survey-based market research company. A leader in the Canadian market, we specialize in five areas of research: advertising, customer loyalty, marketing, media, and public affairs. Our industry specialization model means we have an intimate understanding of your brands, your consumers and your marketplace.

Ipsos has a commitment to working with its clients to identify the right solutions for their particular challenges. It's a belief that enables us to ask and probe, to subject our hypotheses to rigorous analyses, and finally, to deliver reliable data and the most effective recommendations in the shortest possible time.

Ipsos has always been committed to building an organization dedicated to a single endeavor: survey-based research. And with only one aim: providing our clients with the best service, using qualitative or quantitative methods.

Ipsos' Five Specializations

Ipsos has five core specializations: advertising, marketing, loyalty, media, and public affairs.

Through our specializations, we explore market potential and market trends. We test products and advertising. We help our clients build long-term relationships with customers. We study audiences and their perceptions of various media. We measure public opinion trends in Canada and around the world.

Advertising Research

Ipsos ASI is the largest provider of advertising pre-testing services in the world. Although the company's history is rooted in copy testing, we provide leading services in the areas of advertising tracking and brand equity evaluation. We are committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands.

Marketing Research

Ipsos Reid has the expertise to meet the growing need for strategic information on markets and brands. Our experts guide our clients through all stages of the brand or product life cycle: definition, development, launch, and optimization. We offer concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization, segmentation, marketing models, advanced analytics, and global research.

Our market research client service teams in Canada specialize in consumer products, technology, communications, health, pharmaceuticals, financial services, entertainment, retail, foodservice, agrifood, energy, utilities, and lottery and gaming sectors.

► **The Ipsos Advantage:**
We help clients to maximize the return on their advertising investment.

► **The Ipsos Advantage:**
We meet the world's growing need for strategic information on markets and brands.



► **The Ipsos Advantage:**
We help our clients understand and manage issues, and advance reputations.

Public Opinion and Public Affairs Research

Ipsos Reid Public Affairs conducts strategic research in partnership with clients from the government, public, corporate, and not-for-profit sectors. We understand and manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, enhance communications, and evaluate policy.

We see respondents as citizens, stakeholders, employees, and voters – as well as consumers. We can effectively and quickly reach elite, stakeholder, and other highly targeted respondents, with the same ease as the general public. Ipsos ensures that our clients get the answers they need from the audience that is critical to their business.

In Canada, Ipsos Reid Public Affairs is best known for our public polling on politics, policy, consumer issues, and trends. Ipsos Reid is the pollster of record for Global News and CanWest News Service, Canada's largest combined news property.

Customer Satisfaction and Loyalty Research

► **The Ipsos Advantage:**
We take the discussion of customer satisfaction to where it should be – the impact on your business results.

Ipsos' specialized loyalty practice is dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management.

Our state-of-the-art approach to customer-driven business performance uses a modular suite of innovative research tools that provides an integrated framework to identify solutions for even the most complex global business challenges.

Media Research

► **The Ipsos Advantage:**
We use creative approaches specialized for the measurement of difficult to reach target groups for editorial and advertising insight.

The editorial and advertising sides of media require very different research strategies, and Ipsos is uniquely positioned to offer research expertise to both.

Our dedicated teams can develop strategies informing editorial and marketing decision-makers about the expectations, preferences, and behaviors of their print, radio, TV, and Internet audiences, and give media owners, advertisers, and their agencies precise information about the best media for reaching a particular segment.

We measure audiences for major media domestically and internationally. Ipsos is the market leader in this area in Europe, Latin America, and the Middle East. Ipsos also offers national and international proprietary surveys on specific target audiences involving decision makers, business executives, high-income earners, IT managers, and others.

Visit www.ipsos.ca to learn more about Ipsos' offerings and capabilities, or call **1.888.210.7425**.