

# Ipsos launches Ipsos Connect for brand communication, advertising and media services

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Ipsos is pleased to announce the launch of Ipsos Connect, a global specialised business to coordinate Ipsos' services in the domains of brand communication, advertising and media. Ipsos Connect amalgamates the legacy brands of Ipsos ASI and Ipsos MediaCT.

As the worlds of brand communications, advertising and media become increasingly complex, fragmented and digitalised, Ipsos has made the decision to help its clients better embrace this modern complexity. Ipsos will be connecting the world class knowledge of both Ipsos ASI and Ipsos MediaCT in brand, advertising and media research, with investment in new approaches and products that will be a better fit to the digital age.

"The newly formed business line is in response to the converging of the needs of our ASI and MediaCT client groups. This is one of the most significant initiatives we are taking at Ipsos within the framework of our strategic "New Way" program to ensure our business is more relevant and more effective," says Didier Truchot, Founder and CEO of Ipsos.

Ipsos Connect will be led by Yannick Carriou and will report to Didier Truchot, Ipsos CEO and Chairman. Yannick Carriou has been the Global Head of both the Ipsos MediaCT and Ipsos ASI legacy brands since December 2013. He joined Ipsos in 2010 as Country Manager for France.

Commenting on Ipsos Connect, Carriou says: "In marketing and communications, there are very few topics that are triggering as many client questions as those about the changes in media consumption behavior, the new forms of advertising and communication, the intrusion of social networks to balance and sometimes counter the top-down speeches of brands and media, the fragmentation of media channels and the growing importance of content to attract audiences. Ipsos Connect aims to be the preferred global partner for companies to measure and amplify how media, brands and consumers connect through compelling content, great communication and relevant media choices."

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