

# Ipsos South Africa receives Digital Genius Award

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## *Ipsos was recently recognised at the Unilever Agency Day*

Ipsos was awarded the Digital Genius Award at the recent annual Agency Day held by Unilever South Africa. This award is given to a person or agency that actively supports implementation/migration to digital in their proposals and methodologies.

“We are thrilled to receive this award from Unilever,” states Nick Coates, Director of Ipsos Marketing. “Ipsos has been promoting the use of digital solutions to meet our clients’ need for faster insights that will speed up decision making.”



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Ipsos has a wide range of solutions for quicker and richer insight. Our mobile app surveys are device-agnostic and capture in-the-moment experiences for immediate, colourful context. App-life is a highly interactive qualitative tool using mobile forums which allows for multi-media feedback. Our I-instant solution is an online survey platform optimised for mobile with no need for an app download. We also provide quick turnaround online concept testing, which provides functionality for unlimited concepts and line extension or relaunch products.

Unilever presented the Digital Genius award to Ipsos due to a number of successfully completed projects using these digital solutions in Africa. "It is great to be recognised a big part of Ipsos's vision: to be Game Changers in the research field," concludes Coates.

Please contact Ipsos if you would like any more info on these, or our other digital solutions: [southafrica@ipsos.com](mailto:southafrica@ipsos.com)

## About Ipsos

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. Ipsos ranks third in the global research industry.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of € 1.712,4 million (2 274 M\$) in 2013.

With offices in 87 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.

Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.

### 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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