

Ipsos-ASI, The Advertising Research Company

Ipsos-ASI is the largest provider of advertising pre-testing services in the world. We are committed to working with our clients to build brand health and maximize the return on their advertising investment by helping them make decisions that improve and optimize their marketing communications.

All of Ipsos-ASI's advertising pre-testing services provide multiple measures of recall, persuasion, and diagnostics. Ipsos-ASI Next*TV®, an in-home, video-based system, offers local, regional, and multinational advertisers a truly global copy testing system with methods providing comparable measures around the world. Other pre-testing services include Next*Print, Next*Kids, and Next*Idea.

Ipsos-ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.

Ipsos-ASI
The Advertising Research Company



Strategy

Storyboards

Development

Assessment

Solutions

North America

Ipsos-ASI, Inc.
Norwalk, CT
USA
Tel: +1.203.840.3400
Fax: +1.203.840.3450

Ipsos-ASI, Inc.
Cincinnati, OH
USA
Tel: +1.513.552.1100
Fax: +1.513.552.1110

Ipsos-ASI, Inc.
Chicago, IL
USA
Tel: +1.773.871.4020
Fax: +1.773.871.4021

Ipsos-ASI, Ltd.
Toronto, Ontario
Canada
Tel: +1.416.925.4444
Fax: +1.416.925.1867

Ipsos-ASI, Ltd.
Montreal, Quebec
Canada
Tel: +1.514.934.5555
Fax: +1.514.934.1600

Latin America

Ipsos-ASI
Buenos Aires, Argentina
Tel: +54.11.4783.4198
Fax: +54.11.4784.7246

Ipsos-ASI
São Paulo, Brazil
Tel: +55.11.3168.8447
Fax: +55.11.3167.3224

Ipsos-ASI Andina
Bogotá, Colombia
Tel: +57.1.611.1176
Fax: +57.1.530.0486

Ipsos-ASI
Mexico DF, Mexico
Tel: +52.55.580.0288
Fax: +52.55.395.8647

Ipsos-ASI
Caracas, Venezuela
Tel/Fax: +58.212.761.9868

Europe

Ipsos-ASI at
Ipsos-Insight Marketing
Montrouge, France
Tel: +33.1.53.68.45.29
Fax: +33.1.53.68.01.87

Ipsos-ASI at
Ipsos Deutschland
Hamburg, Germany
Tel: +49.40.800.960
Fax: +49.40.800.96100

Ipsos-ASI
Milan, Italy
Tel: +39.02.67330.1
Fax: +39.02.67330.902

Ipsos-ASI at
Ipsos-Eco Consulting
Barcelona, Spain
Tel: +34.93.452.21.00
Fax: +34.93.452.21.01

Ipsos-ASI at
Ipsos-Eco Consulting
Madrid, Spain
Tel: +34.91.767.21.99
Fax: +34.91.302.43.86

Ipsos-ASI at Ipsos-UK
Harrow, United Kingdom
Tel: +44.20.8861.8000
Fax: +44.20.8861.5515

Asia-Pacific

Ipsos-ASI at
Ipsos-Australia
North Sydney, Australia
Tel: +61.2.9954. 0319
Fax: +61.2.9954.0284

Ipsos-ASI at Ipsos-Link
Beijing,
People's Republic of China
Tel: +86.10.8403.9070.75
Fax: +86.10.8403.9069

Ipsos-ASI at Ipsos-Link
Shanghai,
People's Republic of China
Tel.: +86.21.5403.3933
Fax: +86.21.5403.3299