



PRESS RELEASE

Ipsos Strategy3 named by Forbes as one of the World's Best Management Consulting Firms for second time

New York, September 27, 2023 – Strategy3, Ipsos' marketing, innovation and strategy consulting company, has been recognized by *Forbes* as [one of the World's Best Management Consulting Firms](#) for the second consecutive year.

Established in 2015, [Ipsos Strategy3](#) offers end-to-end business consulting services that help clients identify, understand, and unravel complex business problems, unlocking growth. Today, it operates from offices in 21 countries around the world.

This honor affirms the originality and effectiveness of Strategy3's business model, which combines Ipsos' world-class consumer insights and market research capabilities with the flexibility and forward-looking approach of a management consultancy.

"I'm proud to see our hard work, commitment, and innovation recognized for the second year in a row," said Oscar Yuan, President, Ipsos Strategy3.

"Along with the rest of the Strategy3 team, I'm excited to continue providing our clients and their organizations with the insights and understanding they need to meet the constantly evolving business environment. Whether it's in trends and foresight or consumer strategy, market entry or innovation, we are honored that our clients and peers have recognized the fantastic work our teams around the world have been doing."

Forbes' list, now in its second year, was presented in partnership with Statista, who conducted an online survey among more than 9,000 consultants (partners and executives of management consulting firms) as well as clients (executives) from 40 different countries worldwide.

Strategy3 received special recognition from *Forbes* in several areas, including Consumer Goods and Retail, Tech and Telecoms, Marketing, and Pricing. These accolades demonstrate both superior client satisfaction and an increasing global presence, which will position Strategy3 for further strategic growth in the years to come.

[Click here](#) to learn more about *Forbes'* methodology, or visit [Ipsos Strategy3](#) at its website.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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