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## **Ifop Group continues its expansion and acquires Brain Value, France's leading qualitative research agency.**

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Being buoyed by an external growth strategy under the auspices of its shareholder LFPI, Ifop Group has recently proceeded with the acquisition of Brain Value, France's leading qualitative research agency. Brain Value, created in 2003 by Nicolas Riou and fast-growing ever since, conducts strategic studies combining qualitative expertise, strategic planning and marketing consultancy.

*"The acquisition of Brain Value is an opportunity for Ifop Group to bolster its leadership in the French market research sector and further strengthen its position in Asia and the United-States, our two priority markets for future development"* explains Stéphane Truchi, CEO of Ifop Group, and driving force behind this transformation.

This seals a powerful alliance between two companies with strong affinities and strategic complementarity.

**Cultural affinity** - Ifop Group and Brain Value share the same vision of research, in-depth understanding of consumers, consultancy, and strategic piloting of brands,

**Sectorial affinity** - both companies are acknowledged to be the leading experts in the Luxury and Beauty sectors,

**Geographical affinity** - similar geographical scope, with a particular focus on the United-States and China.

Just as striking is the complementarity between the two companies. With the backing of Ifop Group, Brain Value is further bolstered by a long history of a brand of considerable renown, and quantitative and sociological studies' know-how which is not only extensive but also constantly updated.

*"After 20 years of entrepreneurship and some impressive results, we became the leading qualitative research agency in France and the time had come for Brain Value to join forces with a bigger group so as to set a new cycle of growth in motion. With Ifop Group, this is now possible and the entire Brain Value team is keen to commit to a new project that will enable us to broaden our scope of activity even further"* shares his delight Nicolas Riou.

Ifop Group will in turn be able to draw on Brain Value's reputation as well as qualitative and strategic planning expertise, which will instill new momentum and visibility in this field. Ifop Group will deploy all its qualitative marketing activities under the Brain Value brand.

In this way, by pooling the expertise, competencies and know-how of the two companies, the Group significantly expands its research capacity and hails its ambition to provide its clients with even more in-depth, global and operational support.

## **About Ifop Group**

Ifop Group is a human-sized company ranked in the Top 5 market research institutes in France. It has been the leader in opinion polling since 1938 and a key player in quantitative and qualitative marketing studies in Europe, the USA and China. Since 2018, Sociovision has enriched the Group's offer with unique observatories and exclusive data science know-how. In 2022, the acquisition of Occurrence, an independent research and consultancy institute, and its subsidiary Deep Opinion completes Ifop Group's offer in the field of communication strategy evaluation. In 2023, Brain Value, the qualitative studies leader in France, instils new momentum to the Group's qualitative and strategic planning know-how to ascertain its clients receive even more comprehensive support.

<http://www.ifop.com>

## **About Brain Value**

Brain Value was created 20 years ago and has become France's leading qualitative research agency. Brain Value is specialized in strategic studies (brand, innovation, consumer knowledge) and develops innovative methodologies by integrating strategic planning components (trends, benchmarks, semiology, workshops) while ensuring that results are transformed into operational marketing decisions.

Due to its truly international DNA, Brain Value's mission is to help the big brands be "consumer-centric" on all their markets. Thanks to subsidiaries in China and the United States as well as partners in more than 20 other countries, Brain Value conducts strategic studies for brands in the luxury, beauty, automotive, gaming, services, health, as well as fast-moving consumer goods sectors.

[www.brainvalue.com](http://www.brainvalue.com)

## **Press contacts**

Ifop Group - Isabelle Grange, 01.72.34.94.92, [isabelle.grange@ifop.com](mailto:isabelle.grange@ifop.com)