

2023 Young Pro of the Year Award Winning Nomination

Winner: Rachel Herzig – Director, Creative Excellence, Ipsos

Nominated by: Rachel Rodgers – SVP, Creative Excellence, Ipsos

CONTRIBUTIONS: Rachel Herzig has a mission to improve the depiction of women and girls in advertising. She raised her hand early and often to participate in Ipsos Creative Excellence's partnership with SeeHer, focused on actively being a part of the solution around authentic gender depiction. She has been a lynchpin in developing and executing our program of advertising pre-testing with the Members of SeeHer. This comprises framing the offer, conducting ad assessments, providing analysis and presenting to the brand teams. With reference to meta-data and defined drivers, Rachel has played a role in guiding clients to an understanding of how their advertising is performing and how they can drive strong commercial performance alongside authentic portrayals of women.

In addition to her contributions on advancing the cause of gender equity, Rachel contributes to the impact of the advertising research industry by bringing thoughtful and nuanced perspectives. Advertising creativity requires art and science to co-exist to be successful and Rachel is a Young Pro who understands how to interpret and apply research learnings in a way that promotes creativity. For example, for a large global client Rachel was instrumental in advising on the transferability of the creative across regions to maintain integrity to the campaign idea.

EFFECTIVENESS/BUSINESS IMPACT: Rachel's passion for ensuring the accurate depiction of women in advertising brings to the fore the role brands can play in having a positive impact on culture. Effective advertising does not live in a vacuum from cultural trends. By working to connect the dots between business impact and strong SeeHer GEM(R) scores, the Ipsos team of which Rachel is a part, has been able to show that doing well is compatible with doing good. This initiative has also enabled Rachel to forge relationships with existing and prospect client organizations through her smart analysis and presentation of their individual assessments. In her regular work, Rachel has been effective at providing clients with holistic assessments from multiple datapoints, especially in the area of branding. For a pharmaceutical company her work demonstrated how a key brand asset was adding impact, and for a major hospital brand how the lack of a branding device was holding them back.

POTENTIAL: Rachel proactively sought out a means to connect a sense of mission to her day-to-day work at Ipsos. She is focused and consistent in her interest in the cause of women's accurate portrayal and in finding ways to contribute solutions. She builds these qualities on top of those that already make her a valued member of the Creative Effectiveness team at Ipsos. She is an excellent client partner in assessing creative content at all stages of development and



advising on how it can be further developed and improved. As such we see Rachel as a fantastic asset to our company and the industry, who will grow as a contributor and future leader.