

OpinionWay becomes the exclusive partner of the WIN network for France

OpinionWay is proud to announce that it has joined the Worldwide Independent Network of Market Research (WIN) as the exclusive partner for the French market. This strategic collaboration marks a significant milestone for OpinionWay, consolidating its position as a leader in the market research and polling sector in France and internationally.

Synergy for high value-added insights

By joining the **WIN network**, OpinionWay is strengthening its position within an international ecosystem based on:

- **Cooperation between leading independent players.**
- The sharing and **pooling of expertise.**
- **The production of high value-added insights.**

This integration into a structured and demanding global network reinforces OpinionWay's ability to **combine an international vision with a detailed understanding of local contexts**, offering its clients enriched perspectives and increasingly relevant analyses.

An international network of excellence

The **Worldwide Independent Network of Market Research (WIN)** is a leading international network of **45 independent research and polling institutes**, spread across as many countries on all continents.



Founded to meet the growing need for robust and globally comparable analyses, WIN is recognised as **an international mark of quality in the field of research.**

The founding principle of WIN is based on combining high-level local expertise with international execution and coordination capabilities. Each member of the network is a **leading player in its**

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national market, guaranteeing the reliability, comparability and robustness of the data produced. The network also conducts major benchmark studies (society, consumption, environment, innovation, etc.) simultaneously in many countries.

By joining the **WIN network**, OpinionWay has strengthened its capacity to operate in many of these countries.

"We are extremely excited to be joining the WIN network! This integration represents recognition of the excellence of our work and opens up new opportunities for our international development."

Hugues Cazenave, Founder and President of OpinionWay

"Joining WIN is an exciting opportunity for OpinionWay. We look forward to sharing our experience in digital research and innovation within a global community dedicated to this field, as well as collaborating more closely with independent agencies around the world."

Bruno Jeanbart, Vice-President of OpinionWay

About the OpinionWay Group

Founded in 2000, OpinionWay is a pioneer in the digitalisation of research and has been a trailblazer in the renewal of practices in the marketing and opinion research profession.

Reflecting our deep commitment to a sustainable and responsible future, we have been a "*mission-driven company*" since January 2025, with the ambition of "*combining people and innovation to support brands and organisations in their decision-making towards a desirable future*". This mission translates into three key statutory objectives: to enlighten our clients on sustainable development and societal issues, to cultivate relationships, agility and enthusiasm within our company, and to continuously question the relevance of our approaches.

We operate on five continents from our offices in France (Paris, Bordeaux), Africa (Casablanca, Abidjan), Eastern Europe (Warsaw), China (Shanghai) and Europe with our pan-European subsidiary Polling Europe (Brussels).

As a member of the WIN network as the exclusive partner for France and an active member of Esomar, we have been ISO 20252 certified by AFNOR since 2009.

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