



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Ipsos Public Affairs teams around the world conduct research on public policy issues and on the attitudes and behaviours of citizens and consumers. We also conduct public opinion research and elite stakeholder, corporate, and media opinion research. Our goal is to help our clients manage issues, advance reputations, determine and pinpoint shifts in attitude and opinion, and enhance communications.

We provide clients with information that helps them understand how they can build efficient and effective policies, programs, communications strategies, and marketing initiatives.

Ipsos Global Reputation Centre

The Ipsos Global Reputation Centre helps clients identify the issues and actions that build corporate reputation and deliver corporate brand equity. Together with our clients we identify and engage with their key stakeholders such as customers and employees, or influencers such as government and the media.

CRISES can represent a major step-change for corporate reputations. The last thing you want to do during a crisis is bring your research team up to speed. The Ipsos Global Reputation Centre offers an experienced team that can help you Assess, Benchmark, and Communicate when a crisis strikes. In addition, the crisis management team works with other Ipsos divisions to help you understand the impact of the crisis on sales, equity, and advertising.

We believe in the PRESENT VALUE of reputation. Corporate reputation isn't just something that you store away for a rainy day. Reputation can help you improve your reputation today resulting in reduced headwinds, greater marketing efficiency, and an open dialogue with stakeholders.

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Global @dvisor

Our global offering in this area also includes Global @dvisor, a 20+ country, online, monthly research service. The Global @dvisor platform is used to produce syndicated reports and studies specifically tailored to the needs of Corporations; Advertising and PR Agencies; and Governments.

Core to all Global @dvisor studies is actionable data addressing global risk and reputation issues, including:

- Corporate & Business Risk
- Environmental Risk
- Social & Political Risk
- Sector or Segment Risk
- Trademark/Brand Risk – a wide variety of global brand leaders and trademarks are covered.
- Reputational Risk (includes familiarity, favorability, trust, social and environmental responsibility).

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Ipsos Social Research Institute

The Ipsos Social Research Institute is a world leader in understanding citizens, public service users and other key stakeholders in order to help our clients make better, evidence-based decisions.

Our specialist teams in individual countries have the in-depth sector knowledge to assist decision-makers across the full range of public policy issues. And with research operations spanning 65 countries worldwide, Ipsos has a fully integrated global network that delivers multi-country research for our international clients.

We are also committed to sharing the key messages from our research as widely as possible. For example, we regularly publish thought leadership reports that explore social issues and provide evidence on changing public and stakeholder perceptions across the globe.

Our leading-edge Research Methods Centre also acts as a hub for our thinking about how research and analysis needs to adapt in the face of social change.

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Political and Election Research

Ipsos has over 30 years experience researching political attitudes and voting intentions, and extensive methodological expertise. We are able to provide clients with results that are insightful and stand up to scrutiny.

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Ipsos Public Affairs is present in over 20 countries and is Thomson Reuters' international media polling agency of record.

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Visit us on our website at www.ipsos.com/public-affairs

About Ipsos

Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos is a leading global research company focusing on six core specialisations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and Delivery. With offices in 65 countries, Ipsos conducts research in more than 100 countries. Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modelling, market knowledge and consumer insights.

Nobody's Unpredictable.



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