

# Proud to be Ipsos

Making Ipsos our customers'  
preferred research company



**NOBODY'S UNPREDICTABLE**

# Our Vision

**Ipsos is dedicated to a single line of work: survey-based research.** Ipsos is divided into five areas of specialisation. For the past thirty years we have been loyal to this unique positioning, which has made Ipsos one of the leaders in the research industry; a company that is both talented and respected. We are proud to work in our chosen profession.

**Today, we are determined to grow Ipsos as our customers' preferred research company.** By specialising, we are able to provide our clients with the finest service, built on expert teams devoted entirely to their research needs. Specialisation gives us a key competitive edge over our rivals and creates a unique link between our research teams and our clients, to whom we provide unquestionably greater quality service.

**Our goal is simple:** we want our clients to be proud and pleased to work with us. Also, we want each of us to be proud and pleased to offer our customers our intelligence and efficiency. This "proud-to-belong" feeling can be summarized in a few key words: expertise, intelligence, asserted difference, enthusiasm, commitment, innovation, sharing, and success.

**To achieve our goal,** we are building a solid organisation and a healthy working environment, one that nurtures and enriches individual talents, as well as encouraging initiative, innovation, change and risk-taking to further develop our business.

**As a result, we attract the best talent in the profession:** curious and intuitive individuals; enthusiastic professionals with a passion for creating knowledge who are fully dedicated to find the best research solutions for our clients.

**Each country and line of business is an integral part of the Ipsos world,** adhering to the same shared values and principles. Together, we pursue our projects not only with continuous effort, but with a willingness to call things into question, to innovate, to cooperate and to learn from our different experiences.

Together, we are making Ipsos a company that is different and profitable, one whose rapid growth is benefiting us all, clients, employees and shareholders alike.

**Join us in being proud to be Ipsos.**



Didier Truchot, Co-President



Jean-Marc Lech, Co-President

# Our Values

**INTEGRITY** – We maintain honest, direct, and loyal relations with clients and colleagues.

**CLIENT COMMITMENT** – As a leader, we are committed to delivering the finest service to our clients, with the aim to satisfy them above and beyond their expectations.

**LEADERSHIP** – We strive for excellence in all we do, thereby setting new standards for the research profession.

**ENTREPRENEURIAL SPIRIT** – Curious and passionate professionals, we also know how to take risks when necessary. Making mistakes is not harmful as long as we learn from them. We mobilise our expertise, skills and intelligence; we encourage innovative and new ideas to enable us to immediately respond to our clients' needs.

**ACCOUNTABILITY** – We are accountable to our clients and colleagues. We face up to each situation. We do not give up, we go all the way.

**PARTNERSHIP** – Together, we contribute to the success of our clients and our company. We know that we can count on each other. We appreciate and respect our differences.



# Our Goals

- 1. Maintain excellence** in all aspects of our client relations; regularly follow-up on their point of view.
- 2. Create and maintain an organisation where training and personal development are actively promoted;** where people are recognised in line with their contributions; and employee enrichment programs are developed to support our vision, values and initiatives.
- 3. Pursue a strategy of growth** with our clients through the integration of the finest talents; inject a certain sense of urgency and pro-activeness into furthering our development to boost profitability and strengthen our organisation.
- 4. Communicate the impact of our strategic plan;** create a culture of sharing and working together throughout the Ipsos community.
- 5. Develop responsibly,** taking care to make the best use of Ipsos' means and resources.
- 6. Maintain solid financial performance.**



# What Makes Us Unique

- We are an **independent** company, controlled and managed by professionals.
- We are dedicated to a **single line of work**: survey-based research.
- We are **specialised** in five research areas: advertising, marketing, customer relations, media, and public opinion research.
- We are **experts** in each of our specialisations, as well as in the techniques and methods for collecting, processing, analysing and circulating information. At Ipsos, our expertise creates added value.
- We **communicate** the perspectives and analyses that result from our research. At Ipsos, there are no silent experts.
- We are **close to our clients**, and we were the first to set up a dedicated organisation for those with whom we are developing multi-country partnerships.
- We are committed to satisfying our clients **beyond their expectations**, because a satisfied client will always prefer to work with Ipsos again.
- We **'share'** our clients: once we have built a special relationship with a client in at least one of our areas of specialisation, we seek to develop business with the same client in our other specialisations as well, in all of the markets where we do business.
- We are **enthusiastic, confident** in what we do, and **proud to be Ipsos**.





w w w . i p s o s . c o m