CURATE OR BE CURATED

INSIGHTS IN AN UBER WORLD

CHRIS SINCLAIR
HEAD OF IPSOS MARKETING, EMEA

INSIGHT CLOUD

Ipsos

THE WORLD HAS CHANGED

The world's largest taxi company owns
NO vehicles.

The world's most popular media owner, creates
NO content.

The world's most valuable retailer, has
NO inventory.

The world's largest accommodation provider, owns
NO real estate.

Source: Tom Goodwin, Havas

WHAT IF THE WORLD'S LARGEST MARKET RESEARCH FIRMS

COLLECT NO DATA

OUR INDUSTRY NEEDS TO BE THE SOURCE

OF INSPIRATION AND NEW IDEAS

Industrial Age

Information Age

Inspiration Age

INSPIRATION: GOING BEYOND THE PROJECT

The ability to
understand, analyze and use various types of data
stands out as the most necessary skill of the future.

GRIT Report

You need to
create an ecosystem out of the projects you do for us
rather than treat each one as a separate piece of work.

Global CMI, Ipsos Client

CURATION WILL BE A BIG PART OF OUR FUTURE

Curation is the

UNCOVERING,

INTERPRETING,

CONTEXTUALIZING &

ACTIVATING intelligence.

FOR CURATION, WE NEED PEOPLE

Algorithms don't understand the subtlety and the mixing of genres. So we hired the best people we know.

Jimmy Iovine, Apple Music

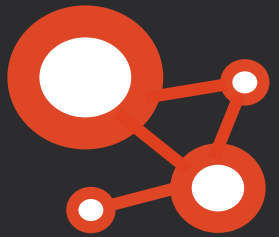
Source: Evening Standard, 2015

CURATED INSIGHTS FOR INSPIRATION

BRINGING INSIGHTS TO LIFE

House insights in one place

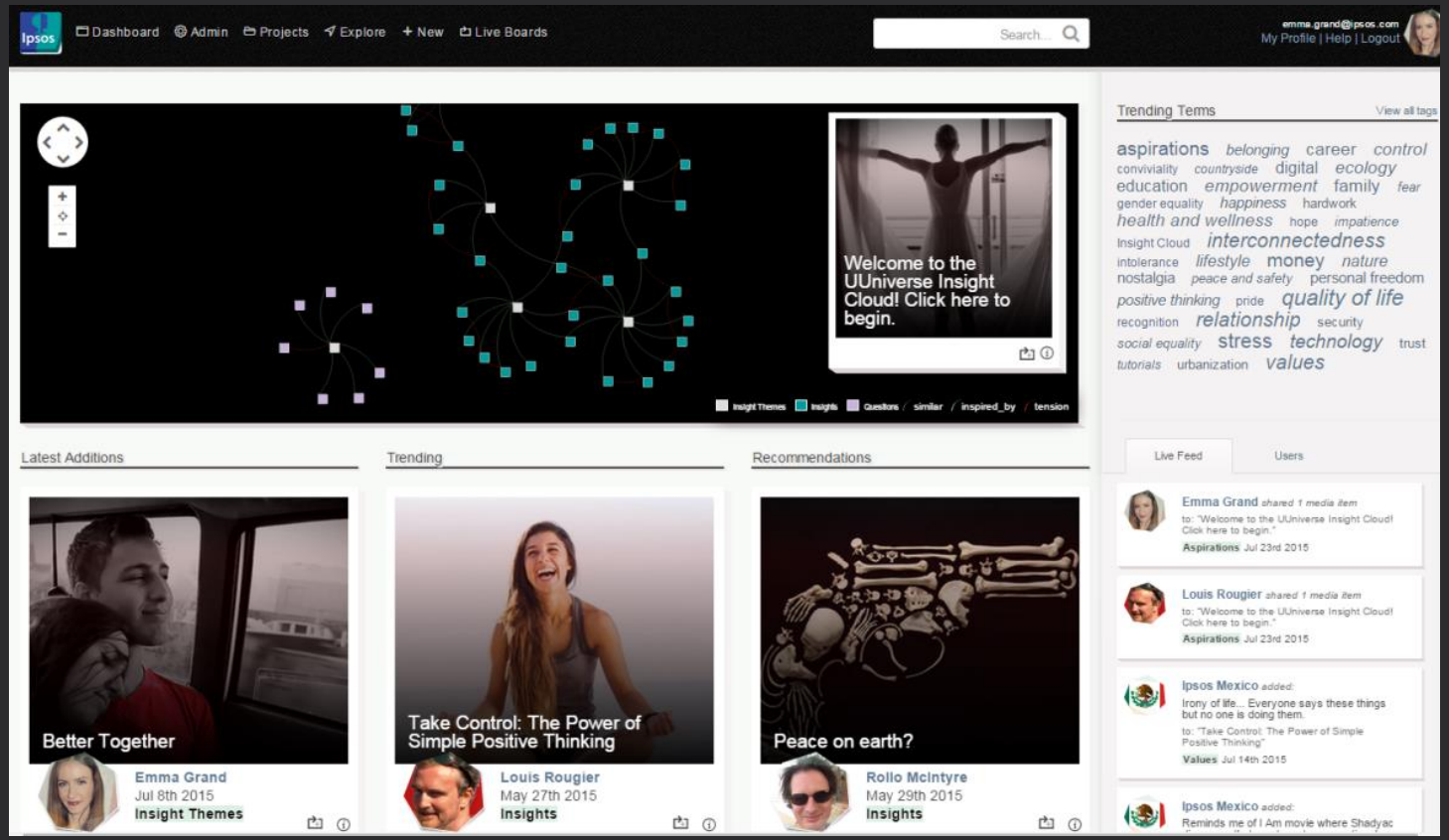
Visualise & nurture insights



Connect & contextualise

Curate, crowdsource & activate

THE PLATFORM: IPSOS INSIGHT CLOUD



THE INSIGHT CLOUD IN ACTION

IN THE AGE OF INSPIRATION

WE WILL CURATE FROM

any source
any supplier
any method
any place
any time

WHAT DO OUR CLIENTS THINK?

NEW PARTNERSHIP

DON'T WAIT FOR THE UBER FUTURE

When the world's largest research agencies collect no data…

CURATE THE INSPIRATION AGE

THANK YOU

Chris Sinclair
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INSIGHT CLOUD