



December 2015

IPSOS UPDATE

Highlights from our research
and thinking in 2015

Ipsos Knowledge Centre

GAME CHANGERS



WELCOME

Welcome to the final *Ipsos Update* of 2015.

The underlying idea of *Ipsos Update* is simple: to present aspects of the “Best of Ipsos” in an easily digestible format. We have not tried to be comprehensive; the focus is on content which will be relevant to more than one market or specialist research area.

For this end-of-year edition we have brought together some highlights from the work Ipsos teams around the world have been doing in 2015.

Links are provided to the various points of view and information sources, as well as the Ipsos colleagues responsible for each piece of work. Everything here is in the public domain, with the intention being that it provides a useful resource for our clients and partners.

Please get in touch with the [Ipsos Knowledge Centre](#) with any comments or ideas, or if you would like to subscribe to further issues.

In the meantime, we wish you all a very happy new year!

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GAME CHANGERS



PERCEPTIONS ARE NOT REALITY: The latest Perils of Perception study

This 33-country survey highlights just how wrong people often are about some of the key issues facing their country.

THE ATTENTION DEFICIT: How can brands communicate with audiences?

In our increasingly digital world, where the competition to be heard is so great, this series of papers looks at how brands can cut through the noise.

IPSOS VIEWS BRIEFING: Europe 2015

With a population of 750 million across more than 50 countries, this briefing pack summarises Ipsos research into public attitudes across Europe in 2015.

BRAND PURPOSE: Why you should not believe everything people say

Many of the world's largest companies have embraced the concept of Brand Purpose and are orientating their brands around it.

MILLENNIALS: How to engage with them

A Ipsos point of view paper detailing five truths that define the highly coveted millennial consumer.

TEXT ANALYTICS: What's the big deal?

This guide from Ipsos Loyalty looks at the benefits and pitfalls of setting up text analytics – demand for which is now at an all-time high.

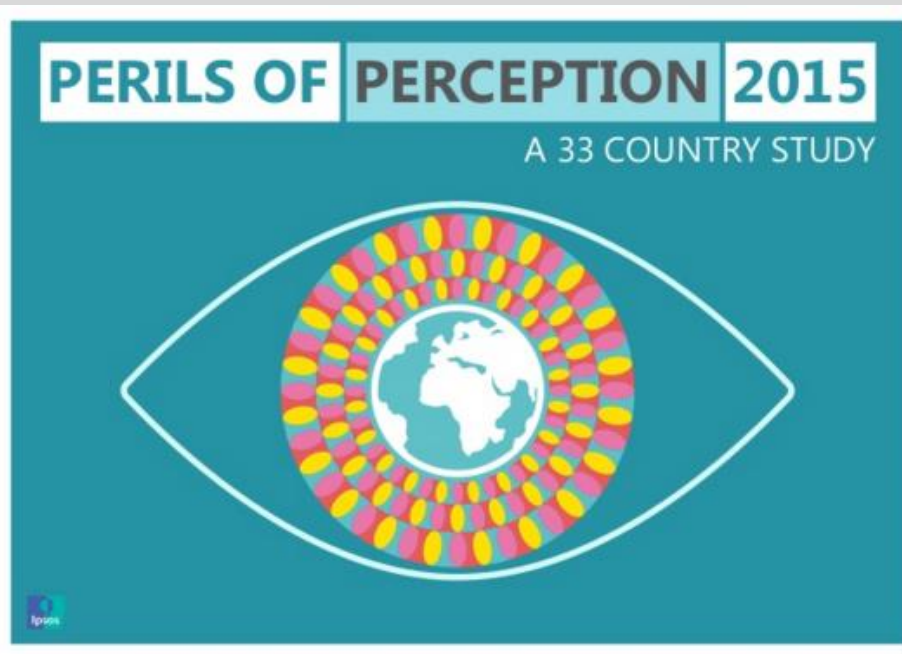
IPSOS FLAIR: Countries in the spotlight

A series of reports written collectively by our experts and designed to present a vision of a country through observation of behaviours and attitudes.

GLOBAL TRENDS: Navigating the new

The largest study of its kind, *Global Trends* looks at the attitudes and behaviours of consumers and citizens in 20 countries around the world.



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PERCEPTIONS ARE NOT REALITY

This new *Perils of Perception* survey highlights just how wrong people often are about some of the key issues facing their country.

Across the **33 countries** featured, we are often wrong about things that are widely discussed in the media, such as immigration, inequality and obesity.

Highlights from the 2015 survey include:

- The Russian public think that 31% of their politicians are female, while the true number is 14%.
- People in Britain estimate that 43% of young people (age 25-34) live at home with their parents, when in reality it's much lower at 14%.
- The French public believe that the wealthiest 1% of their country own 56% of the total household wealth, while the true number is 23%.
- People in Japan estimate that 56% of their population live in a rural area, when the actual figure is just 7%.

The Perils of Perception microsite has all the data available to download. You can also [take the quiz](#) and test your knowledge about your own country!

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THE ATTENTION DEFICIT: How can brands communicate clearly?

The competition to be heard has never been greater. People have access to more content, at more speed and across more devices than ever before.

This series of three papers from Ipsos Connect investigates how brands can ensure they communicate their messages clearly.

- **Paper one:** *How brands can be heard in a world of media overload* (exploring how technology and media are impacting attention and what brands can do to cut through the noise).
- **Paper two:** *More screens, more content and how brands can connect* (highlighting why a screen sensitive strategy is important when communicating a brand message).
- **Paper three:** *Beating the attention deficit for young audiences* (looking at how brands can compete for attention against a wide variety of sources).



EUROPE 2015

Europe: the world's second smallest continent. But, with a population of 750 million people living in more than 50 countries, it has so many different dimensions.

Brought to you by the Ipsos Knowledge Centre, this briefing pack summarises Ipsos research on public attitudes in Europe during 2015. **Themes include:**

- **Hopes and fears:** Europeans worry about their health first and foremost, alongside becoming unemployed.
- The emergence of the **sharing economy**, something which Europeans are well aware of, and feel is here to stay.
- **Affluent Europe:** a 20 year view of changing consumption patterns among the continent's wealthiest individuals.
- **Europe at work:** the latest on the working environment, including how employees feel about the digital workplace.
- **Europe at play:** How people think about their holidays, from their love of the seaside to fears about terrorist attacks.
- **The political backdrop:** large and increasing majorities say the European Union is going in the "wrong" direction.

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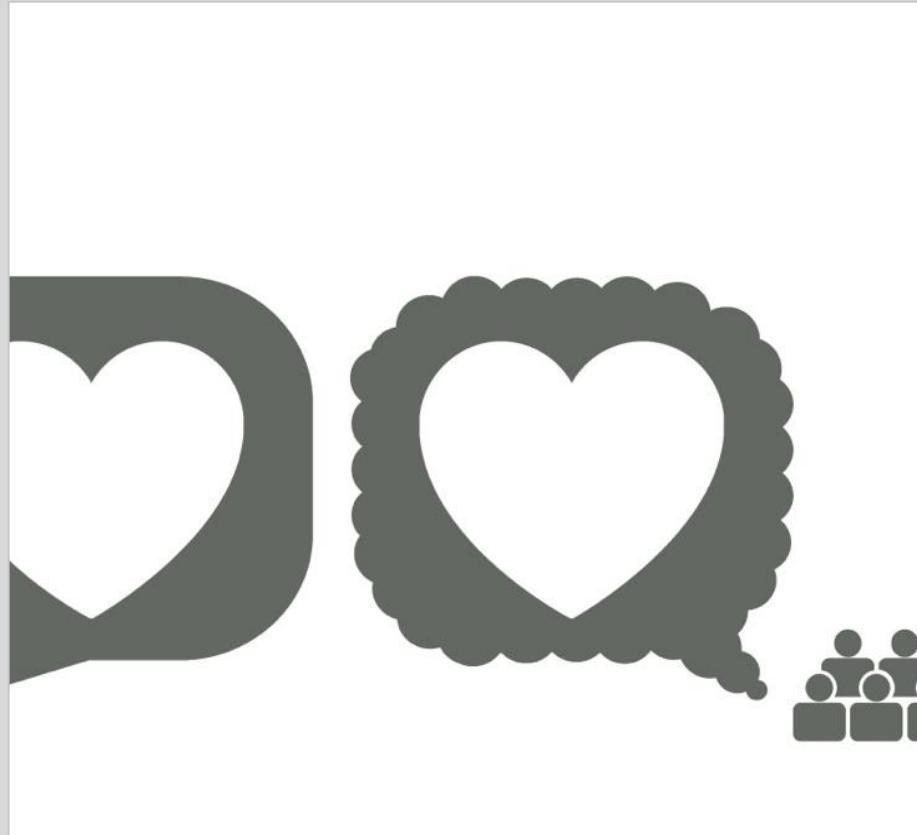
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BRAND PURPOSE: Why you should not believe everything people say

Many of the world's largest companies have embraced the concept of Brand Purpose and are orientating their brands around it.

In this briefing from **Ipsos Connect**, Jon Harper defines Brand Purpose as a more fundamental 'reason for being' beyond product benefits, brand positioning and profit.

Having a **clear and compelling purpose** that focuses on the wider world will enhance a brand in the mind of consumers and act as a rallying call for the organisation to get behind.

The **role of communications** should be to amplify and publicise this higher purpose, to as wide an audience as possible, to benefit the brand.

As the communications experts at Ipsos, Ipsos Connect can help our clients achieve this goal and measure the added value purposeful communications can bring.

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MILLENNIALS: How to engage them

This Ipsos SMX point of view paper, *The Five Truths That Define Millennials*, explores how best to engage with the highly coveted millennial consumer in the context of market research.

This paper details **five truths that define millennials**:

- **Truth 1:** Millennials expect a stage on which their voice can be heard.
- **Truth 2:** Millennials love to consume and share content online, especially video, and especially on YouTube.
- **Truth 3:** Millennials are using images more than text to communicate.
- **Truth 4:** Millennials are all over mobile.
- **Truth 5:** Millennials are hyper-connected.

Learn how online communities mimic the dynamics of the social web and tap into the unique behaviours of millennials to provide a platform that enables brands to ask, listen, discuss and collaborate in real-time.



TEXT ANALYTICS: A guide to successful deployment

Text analytics is growing rapidly in popularity and is now seen by many clients as a key tool to understanding text data.

There has been a significant increase over the last few years in the volume and variety of sources of unstructured data. The huge value that lies within this data means that the ability to **extract actionable insights and intelligence** from unstructured text is now crucial.

However, there are also a number of **common pitfalls** that organisations need to avoid, including the belief that technology in itself is enough to derive good and actionable insights. Instead, **analytical expertise** is needed to set up and carry out the analysis in the right way, but also to **interpret, validate, contextualise** and link text analytics results to other sources of data.

This new guide to text analytics from **Ipsos Loyalty** looks at the significant benefits and pitfalls of setting up text analytics, as well as providing descriptions of the outputs and case studies.

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IPSOS FLAIR: Countries in the spotlight

Ipsos Flair is a series of reports designed to present a vision of a country, through observation and interpretation of behaviours, attitudes and opinions of its consumer-citizens.

The reports are written collectively by our country experts, who **connect the latest research** to identify key **social, political** and **consumer trends** in a particular country.

They also uncover new insights and examine ways of communicating with people in a deeper way.

You can view and download the full [Ipsos Flair collection](#).

Latest editions include:

- *Brazil 2016: Disenchantment, Pragmatism & Hope*
- *Colombia 2016: Beyond the clichés*
- *Thailand 2015: Preserving its unique versatility*

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GLOBAL TRENDS

Released last year, the 2014 Global Trends research takes a comprehensive look at the attitudes and behaviours of consumers and citizens in 20 countries.

2015 saw the report data used for many of the Ipsos 40th anniversary celebration events across the world.

The dedicated Global Trends microsite reveals the complex findings on a host of different topics, including:

- Nostalgia and tradition
- Faith and religion
- Device ownership
- Personal finances
- Generational differences
- Personalisation Vs privacy

You can also download the **Global Trends Report**, which combines the survey findings with other sources to highlight **10 key trends**.





SHORT CUTS

Ipsos PEEL

Through several unique and immersive research experiences, *Ipsos PEEL* aims to inspire new ways of thinking about research and discover fresh knowledge and insights.

Developed as part of our North America team's celebrations for Ipsos' 40th anniversary, *Ipsos PEEL* explores the changing face of research, which now includes neuroscience, behavioural economics, passive and social data, and big data and advanced analytics.

The dedicated [Ipsos PEEL microsite](#) also highlights a number of "megatrends" that are reshaping the world.

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Industry challenges

In this interview with the UK Market Research Society in July, Ipsos CEO Didier Truchot reflects on the state of the market research industry and the challenges ahead.

"We are in a period where many businesses are challenged by the transformation of marketing activities; by the development of digital networks and the rise of social media."

Didier covers the transformation in marketing practices, how digital is changing the rules of the game and why research companies need to get results to their clients much, much quicker.

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Global @dvisor

Feeling good on where things are heading for your country? As the monthly Global @dvisor data shows, it all depends on where you live in the world.

These 24-country surveys measure consumer and economic confidence levels, as well as public opinion on a variety of issues, to present a snapshot of attitudes across the world.

You can download all of the 2015 reports from the [Global @dvisor website](#). For more information, please contact [Chris Deeney](#).

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All the information within this *Ipsos Update* is in the public domain – and is therefore available to both Ipsos colleagues and clients.

Content is also regularly updated on our internet sites and social media outlets.

Please get in touch with the Ipsos Knowledge Centre with any comments, including ideas for future content.

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