

The "Fresh Forward" logo features the word "Fresh" in a teal, sans-serif font, with a large orange triangle behind it. Below "Fresh" is the word "Forward" in a bold, black, sans-serif font, with a white play button icon inside the letter "o". Underneath "Forward" is the tagline "The Future of Research" in a smaller, italicized, black font. A smaller orange triangle is positioned to the right of the main logo.

**Fresh**  
**Forward**  
*The Future of Research*

Introduction


**JEROME HERVIO**

Managing Director

# IPSOS, A GLOBAL MARKET RESEARCH COMPANY




 Ipsos Marketing

Ipsos Loyalty 

Every **individual** is in turn a **Consumer, Customer, Citizen** or **Employee**

 Ipsos Connect

Ipsos Public Affairs 

 Ipsos off line services

Ipsos Interactive Services 

# 40 years of expertise.



- Founded in **1975**
- **3rd largest** survey-based MR firm in the world
- Publicly traded on **Paris Stock Exchange**
- **Ipsos Thailand** founded in **2005**
- **Merging** with Synovate in **2011**
- Becomes largest customized research company in Thailand
- **250** full-time Ipsos employees
- **400,000** interviews per year



**We** fully embrace the new  
digital world

**Review our role**



# 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.**

In the future,  
will the world's largest  
market research firms

**COLLECT NO DATA**



# Curation will be a big part of the future and the curation race starts now



Curation is the  
**UNCOVERING,**  
**INTERPRETING,**  
**CONTEXTUALIZING &**  
**ACTIVATING** intelligence.



# Review the brand framework

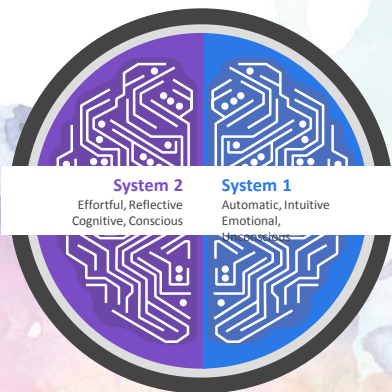


## NEW BRAND NARRATIVE

# Brand growth starts with people

At the heart of growing brands is an understanding of how people make choices

### HOW PEOPLE MAKE DECISIONS



### HOW PEOPLE THINK ABOUT BRANDS



### HOW PEOPLE ARE INFLUENCED



## NEW BRAND NARRATIVE

# People choose brands when they come to mind and are easily accessible

People **RETRIEVE** brands based on the strength of what they know, combined with any cues or stimuli that capture **ATTENTION**

Underlying **NEEDS AND MOTIVATIONS** and **PHYSICAL ACCESSIBILITY** means some options will be rejected and other salient brands considered

The “**BEST**” option is chosen, even if the process is entirely **UNCONSCIOUS**

Mental networks are **REINFORCED OR CHALLENGED** by future interactions





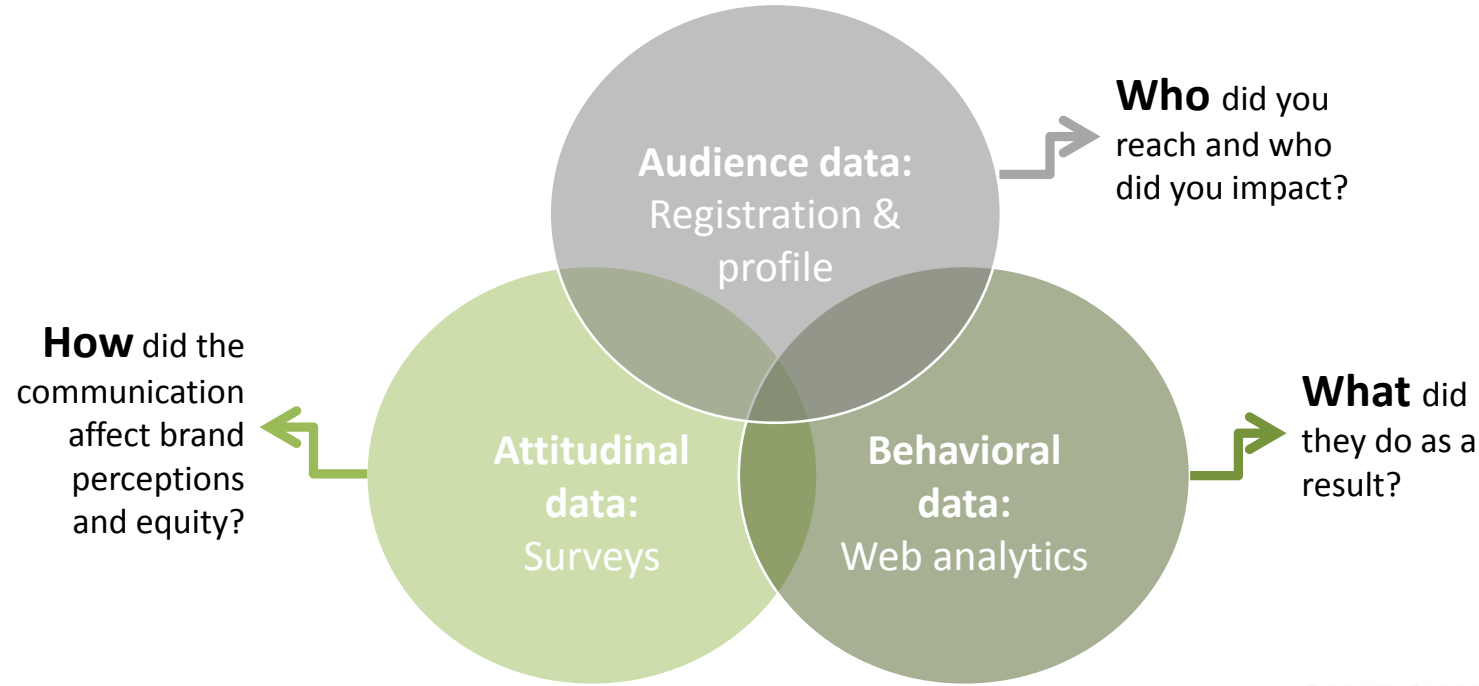
# PROPER EVALUATION REQUIRES MEASUREMENT OF ACTIVATION (SHORT- TERM) AND BRAND BUILDING (LONG-TERM) OBJECTIVES

LEARNING

MEASURE  
SHORT AND  
LONG-TERM  
IMPACT



# INTEGRATE BEHAVIORAL, ATTITUDINAL AND AUDIENCE DATA TO UNDERSTAND THE FULL STORY



# After the disruption the time of integration



# PATH TO PURCHASE



## CHOICE OF PURCHASE CHANNEL

## PRE-STORE INFLUENCES

## PURCHASE TRIGGERS

Replenishing my stock



I have visitors



For immediate consumption



## IN-STORE TOUCHPOINTS

**26%**

Saw soft drinks in a secondary aisle



**14%**

Saw soft drinks in a fridge

**9%**

Saw a discounted carbonated soft drink

## HOW DECIDED TO BUY SPECIFIC SOFT DRINK

**20%**

Avg. # tp: 2,5



**40%**

Avg. # tp: 1,5



## DECISION CRITERIA

PREFERRED BRAND

70

PRICE/PROMOTION

42

CHILDREN ASK FOR IT

31

## WHAT PURCHASED

TOP 3 BRANDS



PLANNED CATEGORY BEFORE ENTERING / ACCESSING THE STORE?

70%

30%







# The Ipsos difference: the 4S

## 4S's The Pillars





# Security

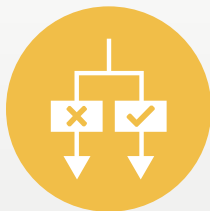
Validated measures,  
reliable results.



Validated measures  
(pre testing, forecasting)

ISO certification

I field



## Simplicity

Simple intuitive approaches  
that replicate reality.



**30/30 initiatives**

**Story telling**

**Retail Lab**



## Speed

Overnight testing  
with optimization.



## Mobile research

On Line

Instant feedback



## Substance

Dedicated  
innovation specialists.



## New services:

- Social Communities
- Web Listening
- Mobile Initiatives
- EFM



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