

# INNOVATION WITH IMPACT

An Ipsos guide to healthcare market research

Part 1: Making research more immersive

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# IPSOS #1

Most innovative  
research company  
for the third consecutive year



GRIT



2021 TOP 50  
INNOVATIVE  
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# Innovation with Impact!

Ipsos is proud to be voted 'Most Innovative Market Research Company' by the GRIT awards for the past three years running.

At Ipsos, we ensure our research solutions are tailored to the healthcare sector and are anchored in the principles of robust science, technology and compliance.

In this new series of booklets, we share our innovative, multi-disciplinary approaches that deliver insights with impact and support our clients in acting with clarity, certainty and speed.

Other booklets in the series include:

[Part 2: Getting closer to your customers](#)

[Part 3: Harnessing the power of unstructured data](#)

## PART 1: Making research more immersive

Online Communities



Virtual Reality



Agile Customer Board



Augmented Reality



Neuroscience & Biometrics



01

# Making research more immersive







# Online Communities

Join us online



## Definition

A community is a **private** online platform, created to bring people together for a specific research purpose; although mainly **qualitative**, they can contain short **quantitative** tasks.

Communities enable brands and companies to access specific audiences and **interact with them in real time**, to help build an understanding of the needs and views of patients and HCPs.

## Why us?

### Community expertise

- Community specialists
- Proven engagement strategy
- Best-in-class in-house platform

### Research and sector expertise

- Trusted sector and disease experts with compliance requirements built in
- Dedicated global healthcare communities team



## How it works



### Timeframe

- **Pop-up communities** for immediate research needs: 3 days to 4 weeks
- **Longitudinal communities** for ongoing research needs, with tasks set on a regular basis over a period of months/years



### Respondent types

- HCPs, Patients, KOLs, Payers, Caregivers, etc. – depending on subject matter, we can have mixed panels for discussion across respondent types.
- We can split out and tailor tasks for different respondent types and segments or according to other screening criteria.



### Tasks

- **Bespoke, engaging** tasks designed for each community in line with research objectives, with respondents guided by expert **community moderators**
- **Individual** tasks, **group** tasks (biased or un-biased) and **discussions** with a **wide range of task types**, including photo/video uploads, quick polls & ratings, image reviews and screen recording



### Live viewing

For research and client teams, to gain **immediate feedback** and ask **follow-up probes** to gain additional depth



## When to use it & key benefits

### When to use:

For a **foundational understanding** of **unmet needs, path-to-purchase, online behavioural tracking, product testing** and **concept analysis**

For **iterative research** around time-sensitive events, such as marketing campaigns or product launches.

For **co-creation and ideation**, allowing HCPs or patients to discuss and debate ideas and develop solutions together

For **reflection**, e.g. payers reviewing value propositions, requiring considered thinking over a period of time, with opportunities for discussion among multiple stakeholders - **ask us more about our Holistic Digital Panel offer for Market Access!**

For **immersing yourself** in HCPs' and patients' worlds - understanding the reality of their daily lives and the challenges they face through our **Immersive Community Offer**

### Key benefits:

- **Interactive** insights. We don't always know all the questions to ask until we start to understand the stakeholders better. Ongoing, collective discussions give us opportunities to learn organically through member-to-member interaction.
- **Accessibility**. We can interact with audiences across a number of countries and therapy areas simultaneously. Participants also benefit from being able to participate in their own environment and in their own time to make meaningful contributions.
- **Deeper, detailed findings**. Members are genuinely interested in the discussion topics and tend to forget they are participating in market research. This means their responses are more authentic.



## Caveats & Limits

1. We recommend a maximum of 30 participants per community, as beyond this it becomes challenging for the moderator to engage individually with all participants.
2. Quantitative questions can be asked; however, if significant routing is required we will need to create a separate short survey and insert a link to this within the community platform.



# Case Study

Online  
Communities



## The challenge

The client wanted to understand the **real-life implications of the COVID-19 pandemic** on day-to-day management and treatment in their product's disease area – including formulation, administration, dosage and scheduling shifts, as well as the role of virtual consultations.



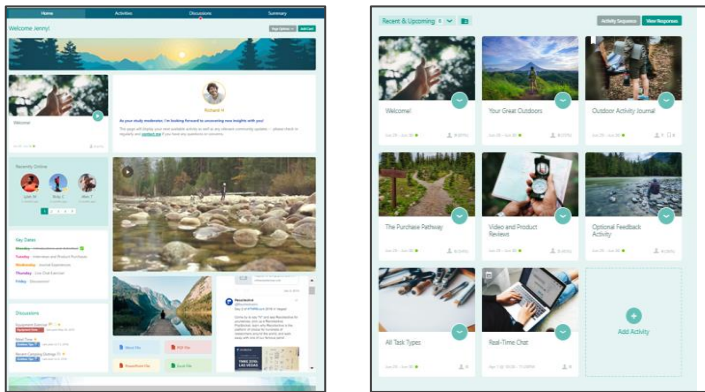
## The impact

We were able to identify the **key shifts in management** of the disease due to COVID-19, and how this was likely to **impact the clients' product in the short and longer term**. We also highlighted key areas in which **HCPs required further support**, and how the client could provide this in the most appropriate format.

## The Approach

Ipsos ran online communities across EU4 and the UK for 4 weeks with haem-oncs to discuss **impact** to date, **management** strategies, **real-life patient scenarios**, **hypothetical impact** on the **future** and the 'new normal'.

Haem-oncs took part in **video diaries**, **group debates**, **quick polls**, **short surveys**, **video reviews** and **private caseload diaries** to build a full picture of the impact of COVID-19 on non-COVID-19 disease management.



## Key Takeaways

### Community research works with HCPs

- We were able to fully recruit for the communities and we gained very rich and detailed feedback.
- HCPs enjoyed participating in the research – they could debate with colleagues and log-in at their convenience.

### Maintaining engagement

- HCPs were happy to commit to the community for 4 weeks and we had minimal drop-out across the community duration.
- Task variety and length were key to ensuring that all remained engaged.

### HCPs are people too

- The haem-oncs were willing to open up to us during the diary tasks about the impact of COVID-19 on their practice, but also about themselves and how their feelings had changed during the pandemic.
- Private community tasks provided a safe, anonymous space for HCPs to share their views and feelings with Ipsos.

## Bringing it to life

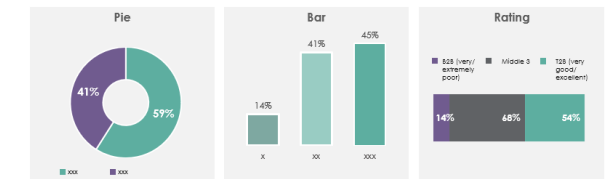
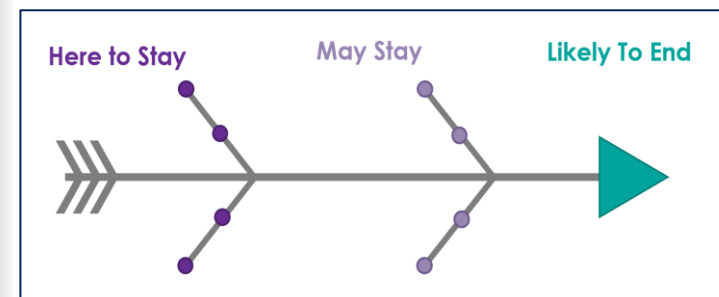
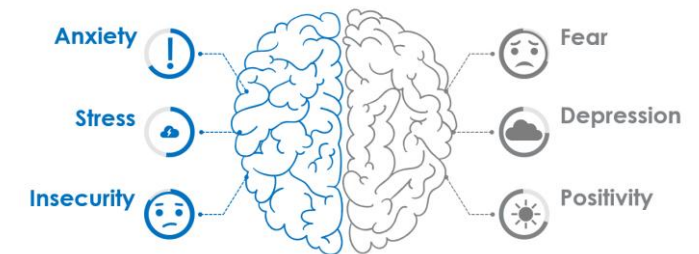
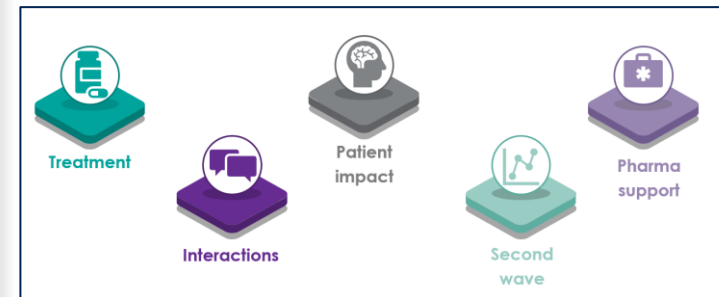
### Client endorsements



*It is great that we have this opportunity to capture feedback directly from the physicians first hand in such a flexible way. The virtual backroom for my wider team was essential for their involvement, engagement and understanding of the real life impact for our product."*

Client testimonial

### Example Outputs:



88% of HCPs think that xxx

HCP quote  
- username





# Agile Customer Board





## Definition

In our unpredictable world, priorities are increasingly in a state of flux. We must therefore be agile in order to deliver continuously on what is important to our stakeholders at various points in time. More and more, customer-centric results are needed 'as and when' required.

Being 'agile' is not just about being quick, it's about being prepared to be flexible over time.

The **Agile Customer Board** is a long-term, always-on research approach that offers you the ability to meet your business' evolving objectives, longitudinally, with an interested and engaged audience that is ready and waiting to participate.



## How it works

Long-term online communities are the backbone of the Agile Customer Board; participants are recruited to these as they allow for a range of bespoke and engaging tasks to be designed that enable you to get closer to your customers. App-based tasks, iterative IDIs or focus groups can also be utilised with Agile Customer Board participants.

The Agile Customer Board usually runs for an extended period of time – anywhere from 4 weeks to 6 months, though shorter 'pop-up' Boards are also possible.

This approach is suitable for consumers, patients, payers and HCPs, and can be especially beneficial for gaining additional insights into key groups of interest, e.g. a target segment identified in a quantitative study.

Participant engagement in the Board should be expected at least monthly, even when there is no

specific business objective, to keep respondents interested. Indeed, maintaining participant interest and engagement is key to Agile Customer Board success. Over the Board's lifespan, our skilled moderators will set a range of different tasks tailored to your business needs, e.g. individual and group discussions, highlighter and mark-up activities, image, audio and video uploads, etc.

Close collaboration between Ipsos and the client sponsor is required to ensure agility and the ability to pivot quickly to adapt to business needs.

Top line reports, blog-style websites or video summaries can be delivered at regular intervals throughout the project, often to summarise each 'topic'. Less frequent in-depth reports and workshops can be included where necessary.



## When to use it & key benefits

### When to use:

Agile Customer Boards should be used when the research objectives may evolve over time, or when there is not one set objective, for example to replace multiple ad hoc projects.

Potential uses include:

- Launch strategy and progress
- Brand positioning
- Researching objectives that involve multiple stakeholders
- Cross-portfolio
- To replace 'bundle buying' of multiple ad hoc projects
- When getting closer to customers is needed
- When quick feedback is required.

### Key benefits:

**Agility.** Research objectives may evolve over time and / or there may not be one set objective. The Board provides a research-ready pool of respondents, whatever your need.

**Observation.** See responses in real-time and share follow-up questions in the back room.

**Speed.** Fast turnaround of high-level results enables you to make decisions quickly.

**Customer centricity.** Gain direct access to the language that your customers use.

**Longevity.** Re-visit the same themes over time to see how perceptions change – or build on the same topic over time, e.g. concept development.

**Flexibility.** Varied and interesting tasks can be set – the range of potential tasks is far greater than for any other research methodology.



## Caveats & Limits

1. Management and engagement of all stakeholders is key to the success of the Board. Working in close partnership, the ability to be decisive and being open to new ideas are all vital.
2. Questioning and responses are not as in-depth as a standard immersive community or qual project.
3. Quick turnaround of deliverables means that these are generally high-level.
4. Upfront costs are high due to the need to establish the community. However, cost per interview tends to be lower than for standard qual approaches.
5. It is time intensive upfront to ensure the ability to flex, and daily time is required to moderate and analyse.



# Case Study



## Agile Customer Board



### The challenge

Our client has multiple stakeholders, all of whom have quick questions that require instant answers. None of these questions typically warrant a research study fully dedicated to them, and although all focus on the same therapy area, they don't all contribute to the same business objective.

So, our client needed a group of its customers to put these quick questions to on an ongoing basis, then see feedback in real-time and get rapid results in order to make quick decisions.



### The impact

The **real-time feedback** and **fast turnaround results** mean that our client can **make decisions quickly**, rather than waiting for a number of weeks for a full report. For example, one week our topic was focussed on our client's campaign materials; we got feedback on two options in order to make a recommendation to our client on which to move forward with. After seeing the feedback, the client felt comfortable to go ahead with the winning campaign.



*"Thanks a lot for getting all this content so neatly organised – this looks great!! I feel now ready to go ahead with our campaign!"*

Client stakeholder



*"Week 1 will be good, week 10 will be great."*

Client stakeholder

## The Approach



We set up a long-term community of around 40 HCPs that prescribe our client's key brands. We kept the screening criteria relatively broad so as not to limit ourselves on the topics we could ask questions on in the future.



Every week, we posted new tasks which are 'sponsored' by a stakeholder within the client company. Each week requires 15 minutes of respondents' time and we left tasks open for 5 days, moderating responses and probing where necessary.



On the sixth day of each week, we produced a high-level insights report detailing the key findings from that week. This was circulated amongst client stakeholders on the seventh day, as the following week's tasks were launched.

## Key Takeaways

### Prepare, prepare, prepare

Time investment at the beginning of the project is crucial to ensure efficiencies and the ability to be agile down the line.

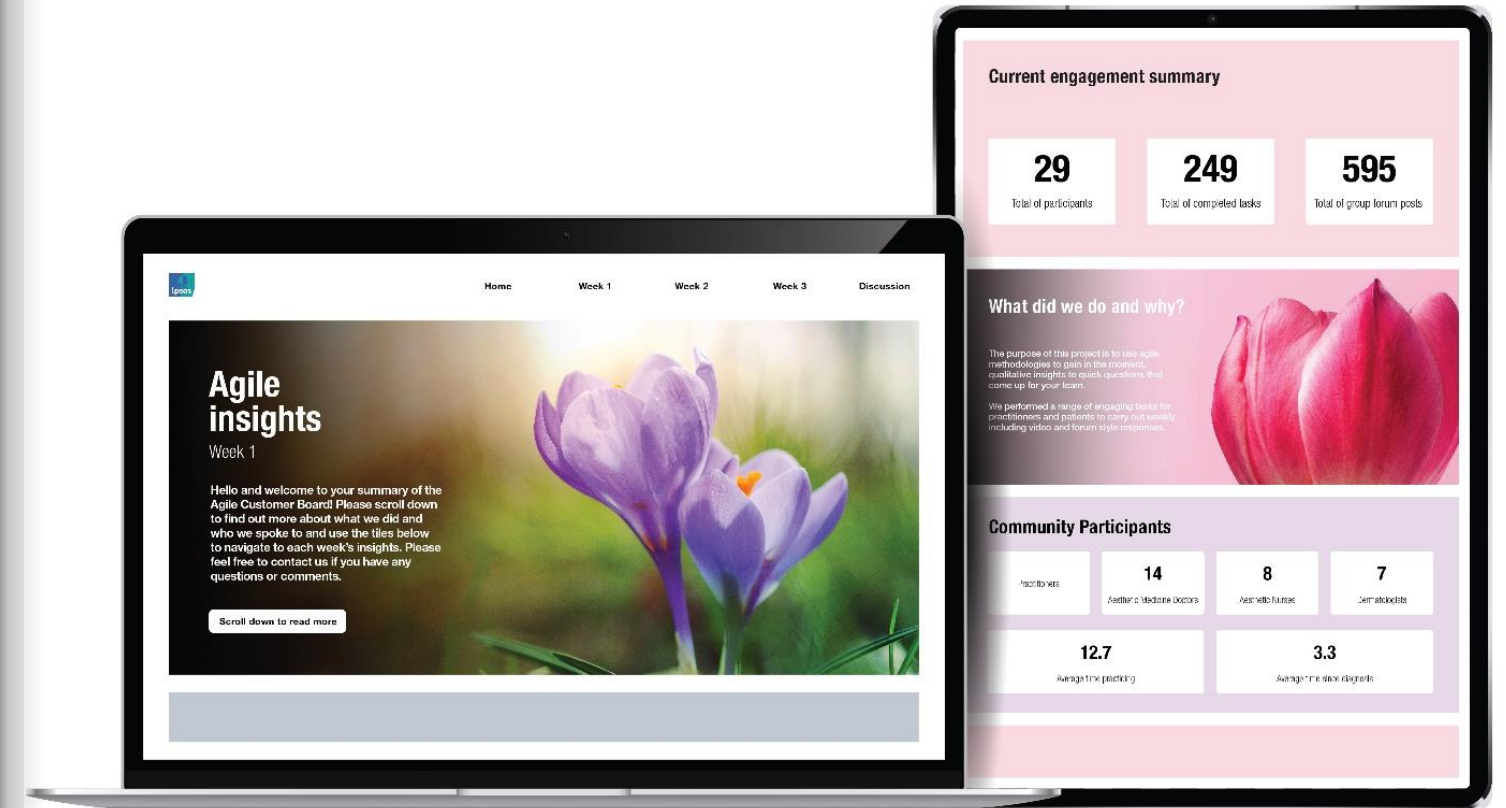
### The right mindset is key

A client that can be fully embedded in the research team is key due to tight timelines and the level of input required.

### Choose the right platform

Consider at the set-up stage whether an app or desktop-based platform will be the best fit and what kinds of tasks you may want to use – for example, video capture, mark-up tool, group discussions, etc.

## Example Deliverables







# Virtual Reality





## Definition

Virtual Reality (VR) is an artificial computer-generated image (CGI) simulation, or recreation of a real-life environment or situation. It immerses the user by making them feel that it's real and that they're part of that environment. 360-degree VR experiences are an effective way of bringing hard-to-reach environments to the user.

VR is gaining most traction in the gaming and entertainment industries. However, as the technology is becoming more accessible and quality improves, its adoption into industries such as healthcare and market research are growing.

### VR and market research:

In market research, VR can be used to immerse users in what feel like real-life situations. VR immersions, coupled with user experience feedback, generate a deeper understanding of the drivers of intuitive behaviour.



## How it works

VR provides a CGI environment that surrounds a user and responds to that individual's actions in a natural way, usually through immersive head-mounted displays and head tracking. That person becomes part of this virtual world by being immersed within this environment.

It can also involve the use of 360-degree cameras that capture real-life imagery that can then be experienced through the VR headset. This 360-degree footage can then have digital imagery (e.g. different advertisements, concepts, or visuals to highlight certain areas).

### Applications

#### Patient Experience Workshops:

VR allows the creation of realistic day-to-day scenario(s) of a patient using visuals and narration, bringing brand teams closer to patients' disease challenges and unmet needs.

**Shopper:** It is possible to create a pharmacy aisle or counter to test a product category, understand consumer decision-making and evaluate what attracts them to certain products, packaging and messaging.



## When to use it & key benefits

Opportunities already exist within the research industry from shopper immersions to testing VR content.

### When to use:

VR can be a valuable methodology when you are looking to simulate environments or increase engagement:

- Observing hard-to-reach healthcare environments such as a surgical room, or simulating settings such as virtual pharmacies to explore consumer decision-making around OTC products.
- Immersing yourself in the findings, e.g. stepping into a patient's shoes and environment to better understand their day-to-day needs and experiences.

### Key benefits:

**Scalable and flexible:** We can run projects in multiple markets at the same time, and even change stimulus in real-time.

**Versatile:** Both qual and quant research can benefit from the integration of VR into a study to complement other research insights.

**High-level of engagement** Participants typically find the approach engaging, truly feeling that it is immersive, and intuitively interact with the environment.

**More insightful outputs:** It offers authentic, more detailed insights arising from participants experiencing an environment or scenario first-hand.



## Caveats & Limits

As with all technology, there are still limitations. It is worth considering the following when thinking about incorporating VR technology into your insights programme:

1. Applying the technology can be expensive, especially for creating CGI simulations of environments. A more cost-effective alternative is to consider approaches such as using VR headsets to bring 360-degree video to life.
2. It is a virtual environment and does not capture all the characteristics of 'real life' situations. For example, the feeling of 'weight' when interacting with a virtual 'product' is relatively new.



# Case Study

**A walk in the consumers' shoes**



## The business challenge

The client's business challenge was 3-fold:

- To provide a greater understanding of, and empathy for, the aging consumer and the consumer who suffers from chronic pain.
- To truly immerse the brand team in the patients' experience, to better understand their physical and emotional challenges.
- To ensure brand decisions and patient offerings are more consumer-centric.



## The impact

The 360-degree VR experience **enabled the brand team to actually see and hear what patients go through**, how treatment is helping and to **understand their unmet needs**.

The brand team was able to **better understand subconscious movements and find solutions** that could potentially help their patients.

The **greater level of empathy** that the workshop **fostered inspired the brand team to take away valuable learnings** relevant to their action planning.

## **The Approach**



**Half-day immersion workshop** comprising 3 different areas to immerse the brand team. This involved:



**Immersion into a 360 VR experience** of a patient dealing with everyday activities, e.g. cooking & cleaning.

**Using tech-enabled body suits to simulate the patients' actual experience**, including symptoms such as shortness of breath while trying to complete challenging everyday tasks.



**Live in-person discussion with patients** to review hypotheses and insights from the immersive experiences.

## **Key Takeaways**

### **Greater Understanding**

The brand team was able to actually see, hear and speak to patients, instead of just reviewing data.

### **Cost-effective**

Savings were made on other research that would have been conducted to achieve the depth of understanding uncovered through the immersive experience.

### **Symptoms came to life**

The immersive experiences painted a more complete picture of the key target patients and generated highly tangible insights into their unmet needs.

## **Bringing it to life**



*"The idea of almost literally walking in the consumer's shoes led to a unique experience that simply words or a presentation couldn't have conveyed"*



*"I really underestimated what it's like to suffer with chronic pain. This was eye opening".*



*"To empower the transformation of health, we need to understand consumers' lives, their hopes and aspirations as well as the things that get in the way. [This event] was a really unique experience that provided us with 'Aha!' moments, new perspectives and a unique feeling of realness".*



*"Technology can really bring you closer to customers and help you understand how they feel and what they need"*







# Augmented Reality





## Definition

Augmented Reality (AR) allows users to engage with content digitally, bringing the visuals in front of them to life; in essence, AR consists of 'augmenting' reality by layering digital content into the real world.

It is a technology that layers computer-generated enhancements atop an existing reality in order to make it more meaningful through the ability to interact with it. AR is developed into apps and used on mobile devices to hover over and engage with the real world.

It is important to understand what differentiates Virtual from Augmented Reality, as these are complementary but distinct technologies. The former provides a complete digital simulation of a real world environment, whilst the latter adds computer generated images to the real world. VR replaces the real world with a digital one and AR adds digital elements on the physical world.



## How it works

AR transforms volumes of data and analytics into animations and/or images that are overlaid on the real world, usually in a 3D/ 2D visual experience. To do so, it relies on camera-equipped devices such as smartphones or wearables to superimpose digital information on real objects or environments, allowing people to process the physical and digital simultaneously.

### AR for interactive insights:

AR can be used as another layer to bring a report/ data to life when engaging with stakeholders or creating a virtually-enhanced environment to test product concepts, by methods such as overlaying virtual elements onto physical products in a test environment.

The use of AR-triggered content involves moving from a static report to layer in infographics, videos, or images to provide

further content. Therefore, AR provides an interactive method for more effective storytelling and offers an engaging way to share results across an organisation.

### AR as stimuli:

For Concept Testing of products that are still in development, we can create a new digital concept observed via a smartphone. You are able to understand how a newly designed concept or early prototype might fit on a pharmacy shelf, in someone's home or in someone's hand.

For example, testing a new asthma inhaler concept in 3D allows participants to interact with it and pull it apart to understand how it works. We can also trigger a survey afterwards to gain instant feedback from prospective users.



## When to use it & key benefits

### When to use:

AR can allow testing of theoretical concepts, create more engaging stimuli, or bring together content into richer deliverables. Consider using for:

- Testing early-stage concepts and design ideas when at home through 3D concept testing
- Stimuli testing that would benefit from enhancing fieldwork and making participation more engaging and immersive
- Creating visually appealing and engaging deliverables that layer together multi-media content, e.g. deliverables for patient journey research to bring the journey to life.

### Key benefits:

**Interactive:** It encourages users to engage with the content digitally, and can add more layers of information or visuals that can be uncovered when selected. AR provides a view of real-time data flowing from objects and allows users to control them by gesture, touchscreen, or voice.

**Single location:** It has the ability to host lots of content in one location, centred around a theme, a journey or a graphic. Through AR, one can easily and quickly change environments in a way that is not so easy when working with 'the physical'.

**Easy-to-consume information:** It is an easy way to host digital 3D multi-media content beyond using 2D written reports or graphics. AR applications help to reveal features that would be difficult to see otherwise.



## Caveats & Limits

AR technology has gained a lot of attention over the past few years, despite it having been around a lot longer. IKEA's furniture placement visualisation app and Pokémon Go started the drive to mass awareness in consumer markets, but we're still a way off mass consumer adoption of AR.

This considered, when working with AR we should acknowledge that:

- AR is a virtual environment, or layer, and does not capture all the characteristics of 'real life' situations.
- While AR stimuli is more interactive and immersive than a static image, it still isn't the 'real thing'.



# Case Study

Augmented  
patient  
journeys



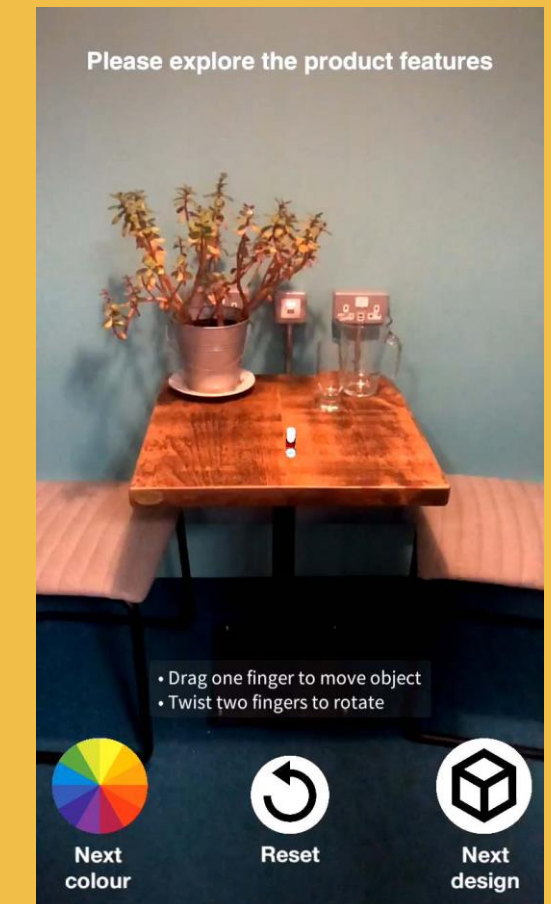
## AR as Stimuli

To test asthma inhaler concepts, we decided to make this stimuli more interactive and immersive than a standard concept test using static images.

We developed this stimuli in 3D, allowing participants to interact with it and pull it apart and explore different models to understand how it works and then provide their in-moment feedback.



To see a screen recording of the inhaler AR stimuli layered over someone's kitchen table, view the embedded video below:





## AR as Stimuli: Key Principles

### Enabling participation

When it comes to participation, different clinical settings, both locally and abroad, can present challenges to access. AR tools can help bring us, and our research participants, closer to these environments and experiences.

### Cost considerations

Creating AR stimuli for product testing does come with the cost of developing the CGI stimuli. But, if the product already exists in this form, it can be a good way to test it. Also, the deliverable application for AR is a more affordable option.



## AR for interactive insights

### Greater Understanding

Ipsos has used AR to bring to life award-winning patient journey research. The posters used during activation workshops are augmented on each step of the journey to unlock new information (e.g. video, further insights) that can be viewed with a tablet device. Augmented posters can be shipped globally and utilised by local teams as a way of unlocking new data and immersing teams in the insights.



## AR for interactive insights: Key Principles

### Interactive

Encourages users to engage with the content digitally, adding more layers of information or visuals that can be uncovered when selected.

### Single location

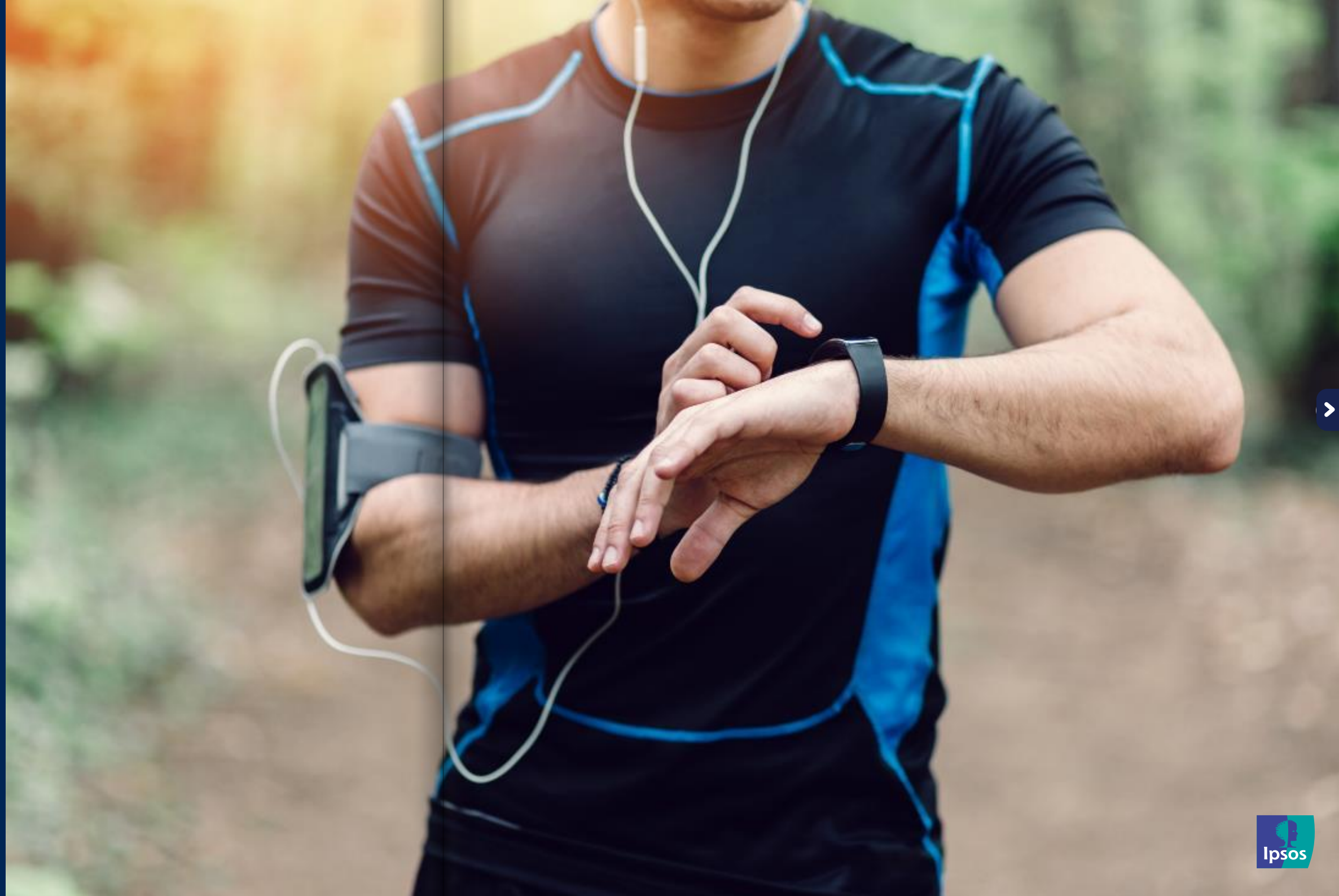
Has the ability to host a lot of content in one location, centred around a theme, a journey or a graphic.







# Neuroscience & Biometrics





## Definition

At its simplest level, neuroscience and biometrics measurement approaches refer to capturing metrics related to measuring human responses that are more subconscious or nonconscious.

As neuroscience has been applied to market research, this category of methodologies has come to mean physiological reaction or engagement measurements that indicate levels of nonconscious response to stimuli (such as heart rate and galvanic skin response (GSR), or facial coding and eye tracking, for example).

All of these measures represent physiological response, levels of arousal, or of emotional engagement, which can be used to measure response to research stimuli.



## How it works

### Biometrics & EEG

New medical grade mobile biometric hardware which is attached to the wrist, fingers and/or earlobe provides opportunities for understanding what is happening under the surface. The idea is to use biorhythmic responses to measure physiological responses to stimuli, which manifests through heart rate, skin conductance, respiratory rate, etc.

This kind of measurement – biometrics – allows us to assess a participant's engagement, and can be conducted less obtrusively than other methods such as Electroencephalogram (EEG).

EEG is a highly sensitive measure of cognitive engagement, arousal and valence. It provides moment-by-moment neurophysiological response to stimuli and experiences, and measures the degree to which the brain is processing information, either voluntarily or involuntarily.

### Eye Tracking

Offers an objective picture of visual attention: what observers are focusing on, and where their unconscious attention is directed to (which they would be unable to recall if asked directly). Eye Tracking allows us to directly understand what observers focus on, how long each element holds their attention, and the order in which elements grab their attention.

### Facial coding

Is the process of identifying and tracking emotional responses (generally to film stimuli) via facial expressions.

### Implicit Reaction Time (IRT) testing

Is a method often used in online surveys to understand participants' underlying (nonconscious) preferences or biases based on their response time for a survey question.



## When to use it & key benefits

There are a number of broad applications for neuroscience techniques. These include advertising testing, product, and package evaluation (measuring nonconscious engagement and emotional response), as well as experience testing.

Such measures can indicate relative intensity of emotional activation, as well as attention and reaction, providing valuable insight into participants' reactions. These measures are sensitive, sufficient for evaluating static images such as visual elements and package designs, for example. While these measures indicate the reaction, they do not provide context or qualitative insight, so it is common to overlay survey responses or qualitative metrics.

### When to use:

- Patient experience testing, disease impact assessment, wearables experience testing

- Communications testing
- For Eye Tracking: User experience testing, or enhancing moderator view in concept/message testing
- For IRT: Brand association measurement

### Key benefits:

- Neuroscience measures such as biometrics allow us to track movement, heart rate, sweat levels and more. This allows us to better understand activity levels, emotional engagement, stress levels, etc.
- They provide access to real activity metrics and ability to compare stated vs implicit reactions.
- They offer deeper insight into emotional engagement that can be granular and quantified.



## Caveats & Limits

Neuroscience approaches provide a sensitive form of less explicitly accessible customer reaction measures. However, limitations include:

1. Many neuroscience approaches require face-to-face interviews and/or robust sample sizes which adds expense to studies that can otherwise be completed online. So the use of neuroscience is a trade-off, with respect to sensitivity, logistics and costs, in order to determine which design is the best solution given the objectives.
2. While neuroscience response patterns can provide very useful insights for marketing, the data will not include the contextual responses and the reasons behind the reaction. It is for this reason that we typically pair neuroscience measures with other explicit measures such as qualitative interviews.



# Case Study

## Biometrics



## The challenge

The client needed to test statements supporting a new product indication and product messages on usage and efficacy. Key objectives included:

- Identifying the best statement to talk about product usage for the new indication after previous lines of treatment
- Assessing the new detail aid's positioning and impact on willingness to prescribe the client's product.



## The Approach

A galvanic skin response (GSR) meter was used to provide a moment-by-moment nonconscious assessment of how physicians respond to stimuli.

In-depth interviews were performed to provide in-depth views and information focusing extensively on each aspect of the communication alternatives (visuals, materials and key messages).



## The impact

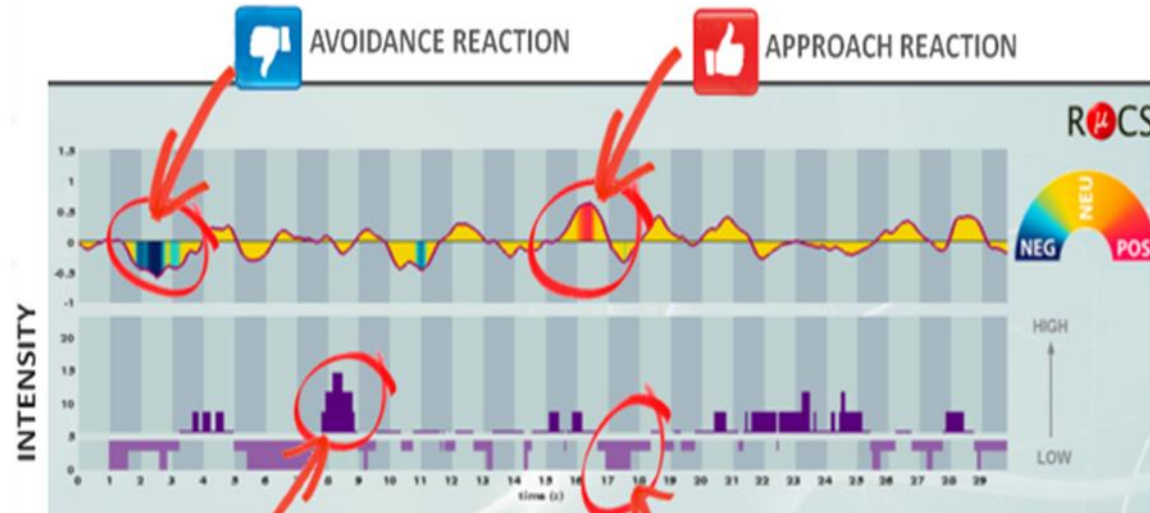
Based on the biometric data, a new statement was created representing an **optimisation and improvement of the original statements**.

Based on the research, the detail aid was optimised, emphasising sections that generated **higher emotional engagement and impact on HCPs**.

This optimised communication was leveraged in the HCP communication strategy.



## What do you get? Example output



### Valence (Positive/Negative)

The **Valence** score reflects approach vs. avoidance motivation towards the stimulus. It is interpreted as an emotional engagement. It indicates whether the creative conveys messages, ideas or values that are relevant to consumers.

**Higher values = higher valence, or more positivity.**

### Arousal intensity

The **Arousal intensity** index reflects the arousal level that is produced from viewing a creative or packaging. It indicates whether consumers are energised and excited by the stimuli. Arousal represents how **intensely** the feeling of valence is felt.

**Higher values = more arousal, or stronger intensity of response.**





# THANK YOU

## ABOUT IPSOS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide a true understanding of society, markets and people – so our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

GAME CHANGERS

