

IPSOS CONTEXT REPUTATION

Do Canadians know what your company stands for?

Canada's leading companies use Ipsos Context Reputation to measure their reputation in the marketplace and to determine a path for strengthening and protecting their most important asset—their good name—and the reputation behind it.

In addition, clients receive their rank both within their own industry and against Ipsos' Reputation Norms based on 100+ companies in Canada.

Given the deteriorating economic conditions as a result of high interest rates and inflation, this year's study will explore the degree to which companies are helping Canadians to save money as the prospects of a recession loom, and the degree to which this influences your company's reputation. These headwinds are not dampening expectations of Canadian companies. Rather, consumer citizens are looking to business to help address these problems.

This report is essential for clients who want to:

- Improve or maintain their current reputation
- Guide messaging and corporate social responsibility strategies, including assessing performance on sustainability
- Assess the impact of existing and potential communications efforts
- Identify the unique, sector-specific drivers of their reputation with a goal of improving their trust among Canadians
- Understand how their reputation impacts consumers' propensity to do business with them
- (Optional Add-On): an ESG (Environment, Social, Governance) deep-dive module including an ESG index and driver analysis to identify which components of ESG are most important in driving perceptions of your organization
- (Optional Add-On): a DEI (diversity, equity, inclusion) deep dive, including a boost of Black, Indigenous and Persons of Colour (BIPOC) to understand your reputation among these diverse communities, including a driver analysis

In the core study, organizations are measured on a series of sector specific attributes that help to uncover what Canadians believe they stand for, including: quality of products and services, appeal as an employer, quality of management, customer service, diversity and inclusion, social and environmental responsibility, ethical business practice, caring about consumers, value for money and others.

Context Reputation runs annually in November and December in Canada. Final reports are delivered early in 2023.

Each client receives:

- A custom report outlining where they sit within the broader Canadian landscape, and against their four chosen comparators
- Performance scores across a broad range of attributes, which inform a driver analysis on trust
- Access to comparative data for 100+ companies

Clients receive the annual report and a presentation for the base price. Client specific questions, regional or company-based analysis, customization and activation workshops are also available at an additional charge. The ESG deep-dive and index is available for a nominal supplementary fee, as is the BIPOC module.

Context Reputation is available as a stand-alone product, or as part of the Context Advantage offer.

Ipsos Context Advantage helps organizations adapt and thrive in a changing landscape by pairing data from a wide range of ongoing studies including Context Now, Context Next or Context Reputation, with strategic advice from an Ipsos team of client, sector, and public affairs experts.

For more information about Context Reputation or our Context Advantage advisory services, please contact:

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