

Introducing Creative Excellence

Ipsos

AT A GLANCE

What We Do

Ipsos harmonizes the right approaches, the right data sources and the right technology to provide our clients a Total Understanding of people and the context in which they make choices. Our clients' success is built from our understanding of people. Our strength lies in our diverse perspectives that bring this understanding. And our unique approach is especially vital to clients amid the increasing interconnection of citizen and consumer.

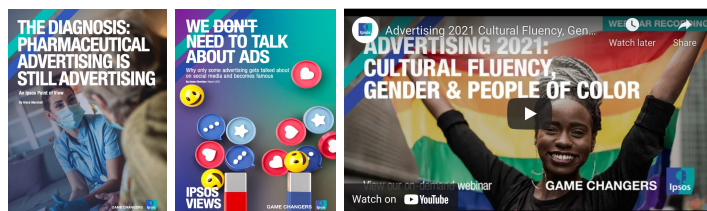
At Ipsos Creative Excellence, we are marketing communications experts who combine art, science and knowledge to help guide our clients to achieve their business goals through creative excellence. We are the No. 1 company worldwide offering a suite of solutions at every step of the communications development journey.

Starting from initial insight exploration and big-idea assessment to early review of creative territories and storyboards, we help get the foundations of campaigns right. Then, with the evaluation and qualification of the campaign, prior to airing, and the monitoring of its impact in-market, we help media dollars work harder by identifying the most effective creative work. Throughout the development journey, our focus is on guidance to nurture and optimize the creativity that is essential to success.

Business Questions We Answer

- How can I improve the effectiveness of my advertising?
- How can I maximize the likelihood of my advertising delivering my marketing objectives?
- How can I better deploy advertising creativity to drive sales and build brand equity?

Access Our Recent Thought Leadership



Our Services

Our research solutions span the entire creative development process.



Creative Fuel: Is positioned on the early side of planning, generating deep and rich insights that fuel the creative brief for your brand



Creative Impact: Provides a fast and agile way to measure live performance and offers a final chance for inflight optimization



Creative Labs: Is a flexible offer, using consumer input to nurture along great ideas, increasing your chances of successful creative



Creative Spark: Is a robust way to assess, validate and optimize communications before launch, in as little as 24 hours

Why Ipsos?

We are creative experts with a focus on bringing actionable guidance fast to nurture and optimize advertising, not kill creativity. We are collaborative and agile in our pursuit of bringing the power of creativity to deliver business results. We have experience with over 180 clients in more than 30 global markets.

For more information
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