

IPSOS CONTEXT NOW

POWERED BY
IPSOS CONTEXT
ADVANTAGE:

A DATA-DRIVEN ADVISORY
SERVICE TO HELP YOUR
ORGANIZATION ADAPT &
THRIVE IN A CHANGING
LANDSCAPE.

Fuel your competitive advantage by understanding rapidly evolving public sentiment

What makes today's environment so critical to manage? Even though you can control much of your internal environment (things like your organizational culture, or your offer to the market), you have little or no control over the external environment – the context in which you operate.

The reality is that the 'new normal' doesn't see people functioning as citizens and consumers separately – we've morphed into a new society with an increasing convergence of the citizen and the consumer in economic and purchase behaviours and related socio-political stability. It is these views that drive the economy and society.

We've developed Context Now to provide organizations with an understanding of the areas most affected by external forces today, including:

- **Issue Watch** (monthly): The top issues of concern in the country – what's up, what's down.
- **Disruption Barometer** (monthly): Broad consumer sentiment/confidence in the short-term and the possibility of socio-political disruption.
- **Sentiment Diamond** (monthly): Comparing perceptions of personal life today and in the future vs condition of society today and in future.
- **Social Cohesion** (quarterly): Health and stability of society in the longer term, and concern for the greater good.
- **Personal Financial Health** (quarterly): Behaviours for saving, spending, planning and borrowing.
- **Social Activism** (quarterly): Social Purchasing, Social Investing, Civil Activities.

These metrics are critical information for organizations and companies in all sectors in developing effective marketing, positioning, and communications initiatives to gain competitive advantage in the new, rapidly evolving world.

Clients may purchase just one, all six, or any combination of metrics in any country. Contact us for additional deliverables, including in-person presentations, strategic advisory sessions, or activation workshops.

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

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