

# IPSOS CONTEXT NOW

A DATA-DRIVEN ADVISORY SERVICE TO HELP YOUR ORGANIZATION ADAPT AND THRIVE IN A CHANGING WORLD.

## What is Context Now?

In today's rapidly evolving world, understanding the complex interplay between socio-economic factors and consumer behavior is paramount for organizational success. While you can manage your internal environment, the external landscape – the context in which you operate – is constantly shifting, influencing public perception and market trends.

**Context Now** provides timely understanding of the citizen-consumer mindset, delivering actionable insights into the opinions, attitudes, and perceptions shaping behaviors. This 'State of the Nation' report tracks crucial metrics, including:

- **Consumer sentiment:** Gauging public confidence and outlook on the future.
- **Top Issues:** People's major worries and concerns.
- **Financial Health:** Analyzing saving, spending, and borrowing habits to understand economic confidence.
- **Social Cohesion and Social Activism:** Uncovering trends in social responsibility, purchasing patterns, and civic engagement.

This knowledge empowers your organization to:

- **Develop effective strategies:** Make informed decisions across strategy/policy, communications, and marketing initiatives.
- **Optimize messaging and positioning:** Ensure your initiatives resonate with the current citizen-consumer environment.
- **Enhance organizational performance:** Gain a deeper understanding of factors influencing KPIs such as employee/customer satisfaction, ESG uptake, and brand experiences.

- **Strengthen existing research:** An additional lens that helps you leverage your existing research better by grounding your custom work into a better perspective & making it more relevant.

## Context Now Offers:

**Global Comparability:** 30+ countries (including Canada). Choose any one or a combination of countries.

**Flexible Reporting:** Quarterly/Monthly snapshots.

**Customizable Solutions:** Individual metrics/comprehensive reports.

Unlock the power of Context Now. Contact us to explore pricing and additional deliverables such as:



In-person presentations



Strategic advisory sessions



Activation workshops

**For more information,  
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