

Ipsos Creative Excellence



Our Mission

To help you
make

great
advertising

time & time
again

♦ Why do we say **“help you make”**?

We don't grade or point a finger or give you a star. We help you make. We get underneath that rating and understand what is really going to propel the effectiveness of your creativity. And we do that through our expertise, advisory & exploratory techniques.

♦ What is **“great advertising”**?

It uses creativity for maximum effectiveness. We help take away the fear that can sneak in when you're attempting something great by following the right signposts along the way.

♦ **Time & time again**

We're all about building success into your creative process by helping you understand how creativity is working for you and your business.

We have a consistent process, principles and frameworks that we put in place to guide every fresh idea and increase effectiveness over time.



Creative Excellence is a journey.
Make the journey with Ipsos.



Achieving Creative Excellence is not about just reaching a specific point and then stopping. It's not about getting a “passing” score or a star on your paper at the end of the line and calling it done.

Creative Excellence is achieved through timely discoveries and insights. It's about receiving the input & guidance at the right time and in the right way to improve creative confidence, shape it, and make it work for your business.

For more information
please contact:

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Our Offerings

We have the tools to know if you're headed in the right direction

Strategy

Creative Fuel

Find the strongest insight & most inspirational angles to fuel the creative brief.

Ideas

Creative Labs

Use audience input to nurture great ideas & align on the best creative platform in a collaborative safe space for creative experimentation.

Creative Spark Early

Explore more ways in. Efficiently screen multiple ideas to identify the path forward.

Execution

Creative Spark

Quickly evaluate creative in context & learn how to optimize for late stage improvements.

Creative Spark AI

Predict performance of low risk, low spend assets to identify strongest performers prior to launch.

Launch

Creative Impact

Measure live performance of the campaign & if it delivered on your brand building objectives.

Learn & Re-Apply

Creative Audit

Create a playbook to inform strategic planning for your next round of development.

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