

DRIVING IMPACT IN A CHANGING WORLD

Ipsos in UAE Conference
Wednesday, March 13th, 2019



The Secret To Unleashing a Disruptive Brand?

Stop Being a Victim

Douwe Rademaker

Global Leader

Market Strategy and Understanding



Session 2: Delivering Impact

© Ipsos 2019 · All rights reserved. Contains Ipsos' Confidential and Proprietary Information.

The contents of this report constitute the sole and exclusive property of Ipsos · [name of the entity issuing the report] and/or its affiliated companies (“Ipsos”). Ipsos retains all right, title and interest in and to any Ipsos trademarks, trade secrets, copyright, patents, databases, software and computer programs, technologies, methodologies, products and know how included or arising out of this report or used in connection with Ipsos' preparation of this report. No license is hereby granted or implied.

The contents of this report are confidential and may be used by the subscriber, its officers, directors and employees solely for internal business purposes. No other use is permitted and the subscriber cannot disclose, reproduce, distribute, publish and/or interpret or sell all or part of this report to any third party without the prior written consent of Ipsos. All approvals should be granted from Ipsos at a local level. Clients, who release in accordance with the agreement with Ipsos, must clearly identify the fact that it was done by Ipsos. Clients are also not permitted to use the Ipsos logo in any communication or the mention of the Ipsos name and/or brand identity without written consent from the latter.

Should the client use the Ipsos logo, publish, reproduce, distribute or release the work products without complying with the above conditions, Ipsos reserves the right to express by any means or issue any communiqué or statement necessary to protect its rights, in addition to any other legal rights or remedies which they may have.

GAME CHANGERS



Starting a conversation

- What are the biggest disruptors in my category?
- Is my brand initiating any of these disruptions?
- What separates the leaders from the followers?



GAME CHANGERS



Disruptive trends

DIGITALIZATION



NEW COMPETITION

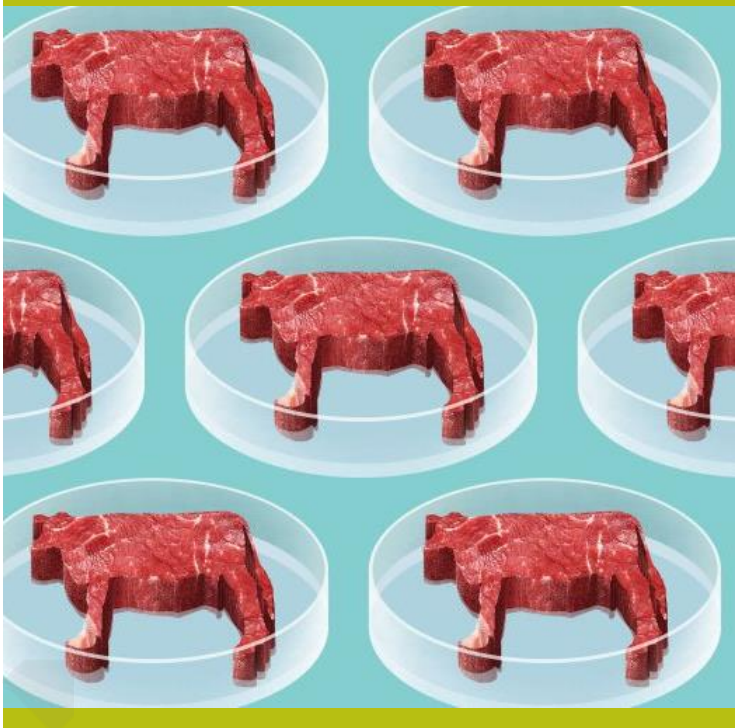


Roots of transformation

PEOPLE



TECHNOLOGY



CONTEXT



Experiment



GAME CHANGERS



Transforming the organization



MasterCard®

GAME CHANGERS



Building Incubators



GAME CHANGERS



Working with experts



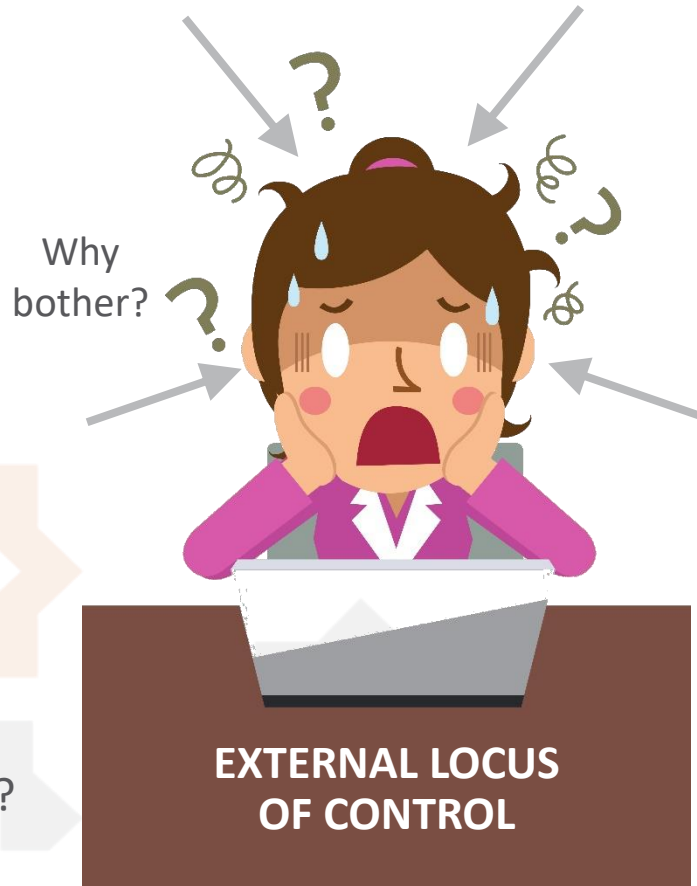
GAME CHANGERS



You define success

Things happen to you

FATE
BASED



You make things happen

FREEDOM
BASED

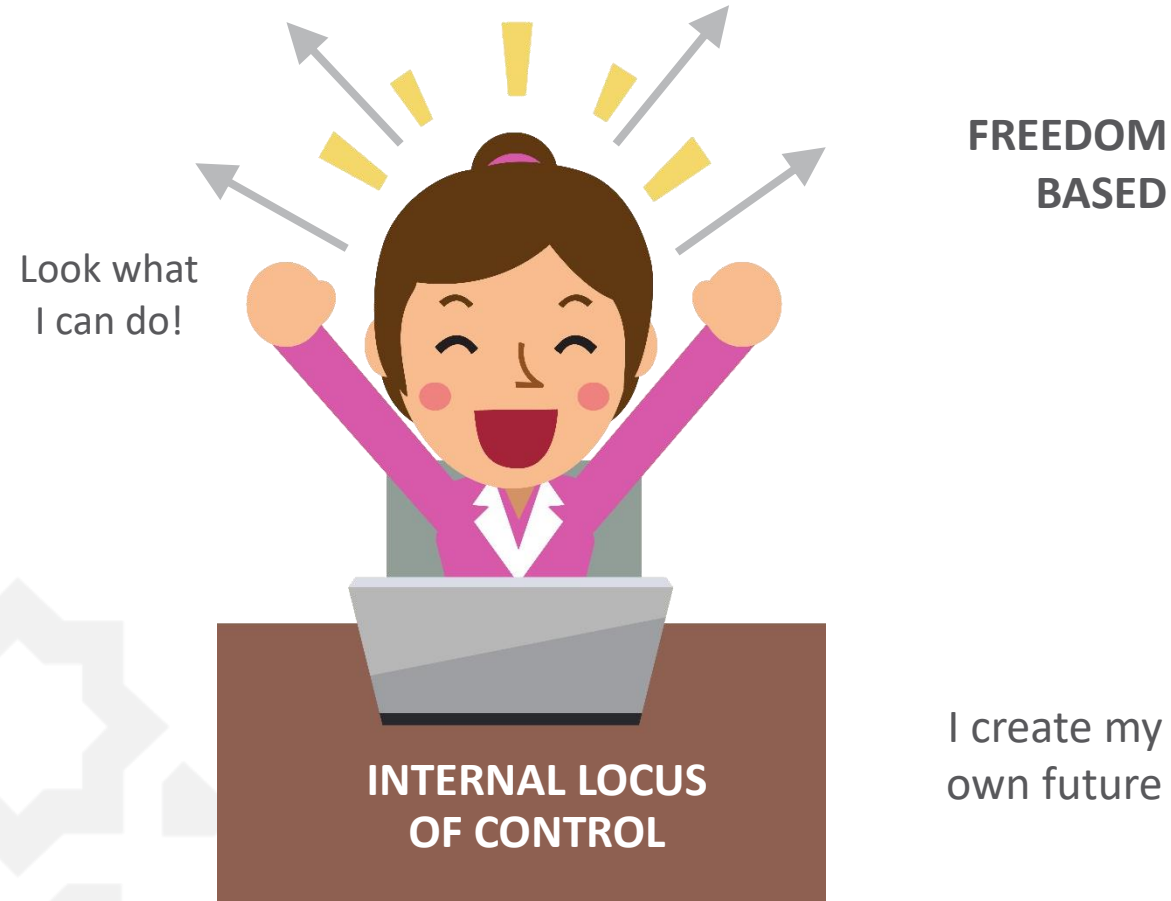


GAME CHANGERS



How to create an **internal** locus of control?

You make things happen



GAME CHANGERS



Stay relevant to your consumers

Low sugar



GAME CHANGERS



Dare to embrace new possibilities

Amazon Prime Air



GAME CHANGERS



Create a culture of growth

Innovate

Create 'small' experiments

Allow mistakes

Take risks

Strive to think differently

Set people up to drive change



Ipsos Top-10 *Most Influential brands* (KSA)

INNOVATIVE

(25% more likely to introduce people to things they never knew they needed)

RELEVANT

TRUSTWORTHY

(20% more likely to have a meaningful online conversation)





**Don't be a victim,
shape your brands future**

GAME CHANGERS





DRIVING IMPACT
IN A CHANGING
WORLD



Thank you

Douwe Rademaker

Global Leader

Market Strategy and Understanding