

IPSOS KNOW-HOW

Janeiro 2020

GAME CHANGERS



IPSOS KNOW-HOW

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Você conhece todos o conteúdo que a **Ipsos** oferece para enriquecer as suas análises, propostas e ajudar no seu relacionamento com os clientes?

O **Ipsos Knowledge Centre** reúne as mais recentes pesquisas e papers da Ipsos com uma ampla variedade de tópicos. Este documento interativo traz o link direto para alguns destes materiais mais recentes e uma breve descrição. Confira!

1. **MERCADO E CONSUMIDOR**

2. **PROPAGANDA E MÍDIA**

3. **NOVAS METODOLOGIAS E FERRAMENTAS**

4. **SOCIEDADE E POLÍTICA**

5. **IPSOS FLAIR**

6. **GLOBAL ADVISOR**

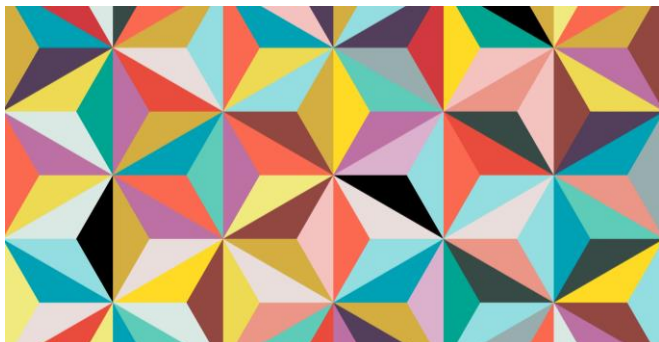
7. **IPSOS UPDATE**

8. **IPSOS ENCYCLOPEDIA**

MERCADO & CONSUMIDOR

1

MERCADO & CONSUMIDOR



WE SEE WITH OUR MIND, NOT JUST WITH OUR EYES

Looks matter when it comes to product and packaging design, to capture attention and differentiate from competitors. This paper shows how, by understanding which visual features trigger certain responses, it is possible to more purposefully create products with compelling designs.

LEIA ESTE PAPER



UNPACKING SUBSCRIPTION MODELS

The majority of people are aware of product subscription services, and are interested in them, but there are barriers to adoption for both box and replenishment models. This paper looks at how to overcome these barriers in order to put the business model a steady growth path.

LEIA ESTE PAPER



MIND THE GAP

What happens when there is a mismatch between what a brand promises to its consumers and their actual experience? This paper explores the promise-experience gap, the benefits of aligning the two and the pitfalls of over-promising.

[Veja a versão em Português](#)

LEIA ESTE PAPER

MERCADO & CONSUMIDOR



BEYOND PRICE PROMOTIONS

Price promotion strategies are becoming less effective for driving sales today, but many marketers continue to use point of sale activations that focus on price. In this white paper, we encourage marketers instead to use behavioural science concepts to “nudge” consumers at the point of sale.

[LEIA ESTE PAPER](#)



HEALTH & WELLNESS IN FINANCIAL SERVICES

As consumers are looking beyond the traditional markets to address their health and wellness needs, there are opportunities for financial services companies to help people improve their holistic well-being. This white paper looks at how financial wellness can be delivered as a consumer need.

[LEIA ESTE PAPER](#)



THINKING OUTSIDE THE BOX, BAG AND WRAPPER

The Japanese consumer is less likely than the average citizen around the world to be willing to take personal action on tackling packaging waste. However, this is not due to a cold indifference towards the issue, but a lack of options.

[LEIA ESTE PAPER](#)

MERCADO & CONSUMIDOR



THE THIRD MOMENT OF TRUTH

Sustainable packaging is becoming a greater concern to consumers: eight in ten people globally feel we are heading for an environmental disaster unless we change our habits quickly. Brands who demonstrate leadership in packaging will be rewarded.

[Also in Spanish.](#)

LEIA ESTE PAPER



CUSTOMER-CENTRICITY: FROM STANCE TO REALITY

The customer has seized the power in their relationship with brands. In this way, customer-centricity is no longer just a pious view but a strategic stake. This short piece sets out six simple principles that brands can follow in order to be more agile and truly customer-centred.

LEIA ESTE PAPER



THE EVOLUTION OF SHOPPER BEHAVIOUR

Shopper behaviour is evolving and making the consumer's path to purchase more complex. From cognitive shortcuts to disruptive e-commerce models, this paper explains 5 key factors behind these changes.

LEIA ESTE PAPER



MERCADO & CONSUMIDOR



THE BEHAVIOURAL SCIENCE OF CPG

One of the most important developments facing brands today is how digital technology is changing customer behaviour and decision-making. This paper introduces five trends that underpin these developments to suggest how consumer packaged goods (CPG) brands can achieve growth in this reality.

[LEIA ESTE PAPER](#)



BLACK FRIDAY: STILL THE SUPERHERO OF THE SHOPPER'S YEAR?

Our new white paper reviews the history of the prominent global shopping event and sets out the new challenges – such as the trend towards perpetual discounting across the peak trading period – and how retailers can overcome them, as well as thoughts on the future of Black Friday.

[LEIA ESTE PAPER](#)



CONNECTED HEALTH: A ROADMAP TO SUCCESS

Connected Health is now entering the mainstream. Wearable technology provided the breakthrough moment, but this paper presents other developments in this area, as well as a forward-looking view of how Connected Health technologies can transform the traditional structures of healthcare.

[LEIA ESTE PAPER](#)

MERCADO & CONSUMIDOR



WHO ARE CHINA'S AFFLUENT CONSUMERS?

Chinese consumers will make up 44% of the global luxury market by 2025, according to predictions. The first of two briefing papers on this segment studies how five macro-forces in Chinese society are driving change in China's consumer landscape – especially in relation to lifestyle and luxury offerings.

[LEIA ESTE PAPER](#)



ENGAGING CHINA'S AFFLUENT CONSUMERS

The second part in our exploration of affluent consumers in China looks at what brands can do to capture their attention at home and abroad, as well as online and offline. It explores how to balance accessibility and exclusivity to remain desirable.

[LEIA ESTE PAPERR](#)



THE TRANSFORMING FOODSCAPE OF INDIA

Many people are speaking about the influence of global culture on the Indian foodscape today. This briefing explores this transformation its implications for marketers in the food sector. It is informed by scientific and cultural views of how our food preferences are shaped.

[LEIA ESTE PAPER](#)

MERCADO & CONSUMIDOR



SEVEN STEPS TO A BETTER MYSTERY SHOPPING PROGRAMME

It is the mission of all brands to put the customer first and deliver a superior experience relative to their competition. When used effectively, mystery shopping research can be a powerful tool to help this. We set out the essential building blocks for a mystery shopping programme.

[LEIA ESTE PAPER](#)



MYSTERY SHOPPING IN THE LUXURY INDUSTRY

Customer experience is important in any industry, but is arguably most evident in the high-end spectrum of the market where affluent consumers spend billions of dollars, pounds, euros, yuan or yen – year in, year out. This paper shares techniques used by top-end retailers and what the high street can learn from them.

[LEIA ESTE PAPER](#)



CHANGING GEAR: AUTOMOTIVE MYSTERY SHOPPING

A well-executed mystery shopping campaign can fuel a better experience for customers and employees alike. This paper studies its' application to automotive manufacturers, importers and dealerships.

[LEIA ESTE PAPER](#)

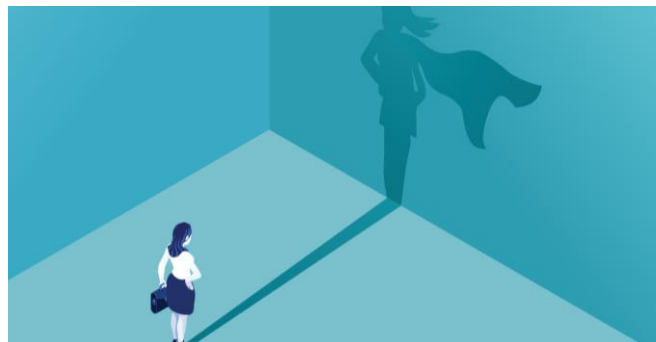
MERCADO & CONSUMIDOR



ARE YOUR CUSTOMERS WORKING TOO HARD?

Our research has found that over half of customers believe they are working harder than companies to fix problems following a complaint or incident. This white paper outlines what companies need to do to optimise the “customer to company effort ratio” and maximise loyalty.

LEIA ESTE PAPER



THE SECRET TO UNLEASHING A DISRUPTIVE BRAND

Being able to ride the waves of disruption is a skill all brands must master. Based on experience across different sectors, we outline how to handle disruption and survive in a transforming market, arguing that it begins with a company’s internal strategy to manage change.

LEIA ESTE PAPER



HEALING THE PAIN

This paper introduces the concept of ‘Smarter Closed Loop Feedback’, explores the importance of responding well to bad experiences and looks at how this can actually boost customer loyalty.

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MERCADO & CONSUMIDOR



SMARTER CLOSED-LOOP FEEDBACK

Nearly two-thirds of customers say that personal experience influences brand choice. And with 50% of customers dissatisfied with issue resolution means customer experience programmes must be optimised.

[LEIA ESTE PAPER](#)



GET FAIR OR FAIL

This paper on fairness and business success discusses why it is crucial for organisations to get the perceived balance of effort right. Using research across industry sectors, it looks at how to judge which incidents are critical, which customers are expendable and identify the most suitable, cost-effective response or intervention.

[LEIA ESTE PAPER](#)

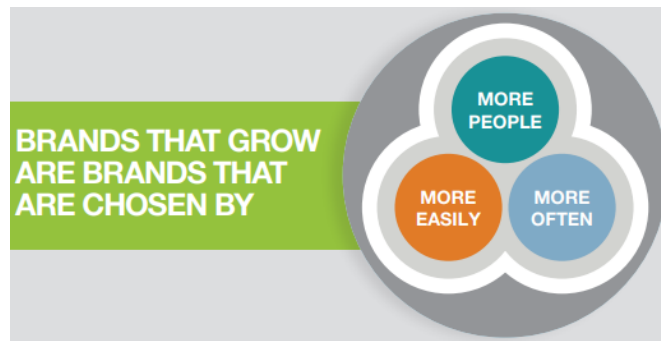


GETTING STICKY

Brand managers want emotionally attached customers. An emotional connection is a 'higher level' of relationship that equates to more valuable customers who stay longer, spend more and recommend the brand to others. This framework is informed by research in four major markets and three large sectors.

[LEIA ESTE PAPER](#)

MERCADO & CONSUMIDOR



BUILDING STRONGER BRANDS

This paper sets out Ipsos' view on what makes brands successful and how this can be achieved based on how people make decisions, how they think about brands and form relationships with them.

[LEIA ESTE PAPER](#)



PATH TO PURCHASE AS A PATH TO GROWTH

To help gain an understanding of today's retail opportunities, we need to define a clear framework of the path to purchase. This paper sets out the right thinking and tools needed to leverage this strategy for growth.

[LEIA ESTE PAPER](#)



FUTURE-PROOF YOUR BRAND

Disruptions are shaking up categories like never before. We present Ipsos' 4-step 'Brand Future-Proofing' approach for brands so that they can see this environment as a growth opportunity, rather than a threat.

[LEIA ESTE PAPER](#)

PROPAGANDA & MEDIA

2

PROPAGANDA & MÍDIA



SPEED DATING WITH INNOVATIONS

Marketers formerly strived to be good story-tellers, but in today's hyper-connected world, the time-deprived consumer must be attracted and persuaded in a matter of seconds. This means marketers need to operate more like a speed dater. This white paper sets out how you can build an effective “pick-up line”.

[LEIA ESTE PAPER](#)



SLOWING DOWN TO BE FASTER

Combining viewpoints from industry leaders and Ipsos insights, this paper explores the relative value of speed and time vs creativity and innovation. It argues that it is paramount to invest time at the start of the development process instead for better business results.

[LEIA ESTE PAPER](#)

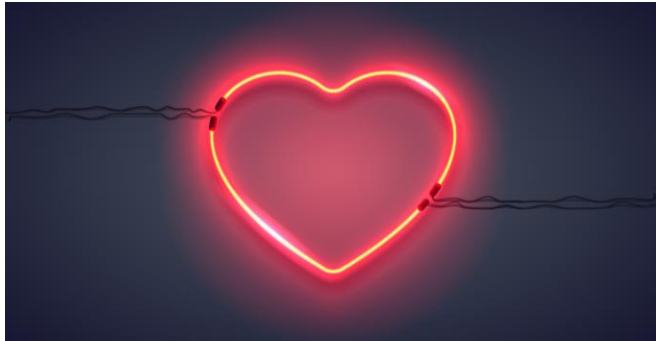


BE BOLD, BE CREATIVE, DO RESEARCH!

Strong ideas are essential for advertisers to grab attention and grow powerful brands. This requires making bolder creative choices. While this can turn a business around, it is also risky. Three examples of breakthrough campaigns illustrate how early communication research can help capture that creative spark.

[LEIA ESTE PAPER](#)

PROPAGANDA & MÍDIA



SELLING CREATIVE RESEARCH SHORT?

Pre-launch creative evaluation tests are often considered to only be helpful to select and optimise ads with immediate sales objectives, which can fuel short-term thinking and hamper long-term brand success. This paper shows how, when used in the right way, it can also drive long-term business outcomes.

[LEIA ESTE PAPER](#)



ITS ABOUT TIME: MEASURING MEDIA IMPACT

Advertisers need to know who is exposed to their campaign messages touchpoints to make informed decisions about where to invest their media budget. This paper shows how time can be incorporated into audience measurement to guide these choices.

[LEIA ESTE PAPER](#)



ON THE MOVE; OUT OF HOME ADVERTISING

Out of Home advertising has long been associated with men in boiler suits with buckets of glue pasting up billboards in the middle of the night, digital has brought this medium into the modern day. It now requires new forms of audience measurement to track pedestrian footfall and help ad placement.

[LEIA ESTE PAPER](#)

PROPAGANDA & MÍDIA



LAST IMPRESSIONS ALSO COUNT

We're forever told of the importance of making a good first impression, but, what about last impressions? This paper suggests that our memories can be governed more by how an experience ends than how it begins, and explores what this means for ad design.

[LEIA ESTE PAPER](#)



MEDIA OPTIMIZATION

The abundance of lower-cost media options today has changed the parameters of many media plans. But marketers must choose media based on value and strength, not just cost. This paper provides seven tips for optimising media planning to maximise value.

[LEIA ESTE PAPER](#)



ARE YOU USING SOCIAL DATA OPTIMALLY?

Social media data is being recognised by marketers as a goldmine for consumer insights and is slowly becoming an intrinsic part of consumer research. Focusing on the Indian market, this paper provides an overview of how we can optimise social media data for marketers.

[LEIA ESTE PAPER](#)

PROPAGANDA & MÍDIA



VIEWABILITY MATTERS

The promise of online advertising was to deliver more relevant, timely and targeted communications for the mutual benefit of consumers and advertisers. But it hasn't turned out like that – yet. This paper discusses the importance of viewability in advertising.

[LEIA ESTE PAPER](#)



A DULL CATEGORY DOESN'T HAVE TO MEAN DULL ADS

In this thought piece, we unpick the challenge of how to develop creative ads in dull categories, sharing examples of successful ads that have beaten the dull category challenge and setting out a framework for success in transforming adversity into a creative opportunity.

[LEIA ESTE PAPER](#)



THE RISE OF FAKISM

'Fakism' is one of the disruptive creative strategies advertisers have used to get more attention, by playing on an underlying tension between truth and fiction. Its use – and misuse – by brands in advertising is investigated here.

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PROPAGANDA & MÍDIA



THERE IS A BETTER WAY: DIGITAL MEASUREMENT

Digital measurement comes under the microscope in this paper, specifically in relation to challenges facing clients today. It moves beyond the claims of fast, good and cheap digital measurement to discuss how it is possible to build stronger brands.

[LEIA ESTE PAPER](#)



AUDIENCE MEASUREMENT 5.0

Every four years the World Cup creates unparalleled global excitement. This article explores how the mood of the crowd can influence the return on interest of an advertising campaign and provides recommendations on the winning advertising strategy.

[LEIA ESTE PAPER](#)



“MOODVERTISING” DURING THE WORLD CUP – 2 PARTS

Every four years the World Cup creates unparalleled global excitement. This article explores how the mood of the crowd can influence the return on interest of an advertising campaign and provides recommendations on the winning advertising strategy.

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PROPAGANDA & MÍDIA



BREAKING THE STEREOTYPE

This thought piece points out that while stereotypes are a reality in society, nearly half of women surveyed agree that TV commercials show too many outdated gender stereotypes. Advertisers need to seize this opportunity and portray the true roles they are playing today.

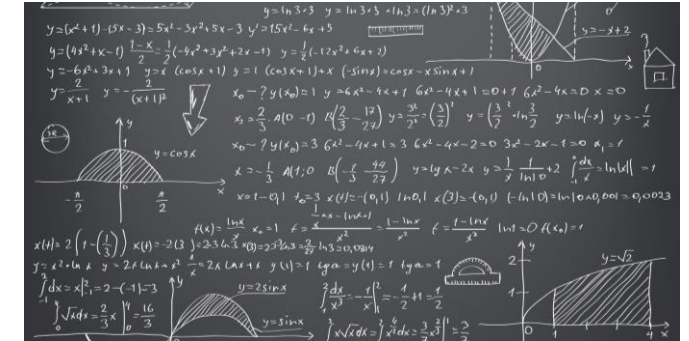
LEIA ESTE PAPER



CONFESSIONS OF THE ADMEN

What is the best way to get the right amount of reach *and* the right precision? Some marketers are seduced by the promise of micro-targeted precision through digital media spend. Others go broad and target everyone. What is the right balance for your brand?

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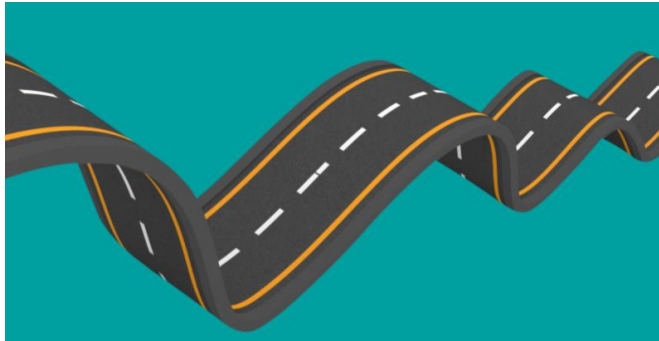


THE AGE OF THE ALGORITHM

This white paper investigates how data science techniques are being used in the media measurement world to provide clients with better quality information, while keeping the burden on respondents to a minimum.

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PROPAGANDA & MÍDIA



AD-BLOCKING PURGATORY TO PROGRAMMATIC NIRVANA

Programmatic buying has led to a revolution in advertising. These cloud-based platforms allowing the automated buying and selling of digital advertising have come with the promise of near nirvana; but at what cost? This paper outlines the path from ad-blocking purgatory to programmatic nirvana.

[LEIA ESTE PAPER](#)



MICRO-TARGET OR TARGET EVERYONE?

What is the best way to get the right amount of reach but also the right precision? Some are seduced by the promise of micro-targeted precision through digital media spend. Others go broad and target everyone. What is the right balance for brand? Frustrating though it may be – the answer is “it depends”.

[LEIA ESTE PAPER](#)



FEEDING THE MACHINES: PROGRAMMATIC BUYING

“Programmatic” media buying can be defined as the use of software programmes to buy advertising space. The software replicates and automates what, in some media, can be a lengthy manual process. We review the landscape

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PROPAGANDA & MÍDIA



DIAMONDS ARE NO LONGER FOREVER

Emotion-based advertising can be highly effective, but only within a strong and consistent brand framework. This has to respond to how ideas and values change. For example, the concept of 'forever' appeals less to Millennials whereas honesty, authenticity and truth are more important.

LEIA ESTE PAPER



BRAND PURPOSE: WHAT'S THE POINT OF YOU?

Brand purpose has been one of the most hotly debated marketing topics of the last ten years, celebrated as a business model for growth and debunked as cod strategy in equal measure. This paper focuses on the three things that matter.

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GETTING BRAND ASSETS RIGHT

This paper presents an Ipsos approach that can help clients to strengthen their brand by prioritising a set of unique brand assets and reinforcing them through communication and packaging.

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NOVAS METODOLOGIAS & FERRAMENTAS

3

NOVAS METODOLOGIAS & FERRAMENTAS



NAVIGATING THE ONLINE SAMPLE MARKET

We give an overview of the online sample market, things to watch out for, and outline how to ensure that the respondent sample used to power research studies is accurate, fit for purpose, and a reliable basis for producing quality data that influences decisions.

[LEIA ESTE PAPER](#)



DECODING THE LEAD USER INNOVATION LANDSCAPE

Innovation research shows that it is not the producers, but the consumers who are the real pioneers. Businesses should place these 'lead users' at the centre of product development, and this new research method offers a cheaper and more efficient way, using machine learning and expert validation.

[LEIA ESTE PAPER](#)



IS YOUR INNOVATION RESEARCH ON ITS BEST BEHAVIOUR?

Fighting back at criticism of surveys, this white paper shows how, through smart design, they can – in fact – be used to measure respondent behaviour and in this way predict which the success of product innovations

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NOVAS METODOLOGIAS & FERRAMENTAS



FOR THE LOVE OF MONEY?

Managing effective online communities for research insights requires moving past the transactional relationships of pay-for-participation methods. This paper evaluates the levels of engagement and quality of responses depending on what motivates participants to get involved.

LEIA ESTE PAPER



HOW TECHNOLOGY CAN FUEL BEHAVIOURAL RESEARCH

With disruption creating fast-changing consumer behaviours and attitudes, it is essential for Usage and Attitude Surveys (U&A) to evolve as well. This paper outlines how technology is creating three “new rules of the road”.

LEIA ESTE PAPER



HIGH HOPES: TIPS FOR TEXT ANALYTICS

Text analytics is now an established component of many market research programmes. However, as its popularity has increased, so have expectations of what it can deliver. Here are five rules to follow to ensure more success in using text analytics tools.

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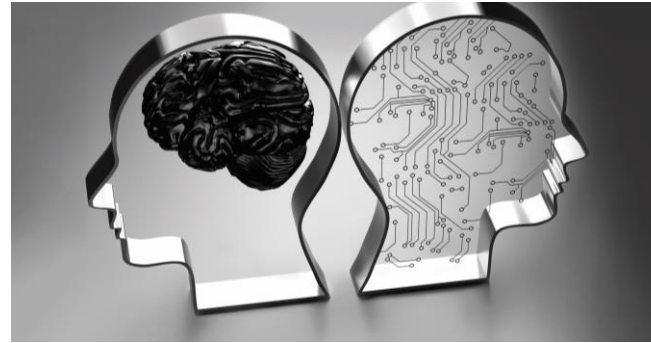
NOVAS METODOLOGIAS & FERRAMENTAS



VIRTUAL REALITY: HYPE OR THE FUTURE?

Virtual Reality (VR) technology has been around for at least a decade, and you could say it's now more sci-fact than sci-fi. However, it hasn't yet hit mass adoption; so where are we at now and where is it heading?

[LEIA ESTE PAPER](#)



HUMAN CURATION IN AN AI WORLD

The unique qualities of human curation are essential in an age of 'infobesity'. This paper presents Ipsos' view on how to combine human and AI techniques for better insights and business impact.

[LEIA ESTE PAPER](#)



DO WE STILL NEED TO ASK QUESTIONS?

The growth of behavioural science, the development of new passive techniques, and the growing amounts of data available provide rich information for marketers to gather insights. Is it becoming old-fashioned to ask questions in market research?

[LEIA ESTE PAPER](#)

NOVAS METODOLOGIAS & FERRAMENTAS



FOUR WAYS AGILE RESEARCH WILL EVOLVE TO DRIVE INNOVATION

In today's hyper-accelerated world, virtually every business, every marketer and every researcher wants to be "agile". This paper shows how a seismic change in innovation research offers promise.

[LEIA ESTE PAPER](#)



ETHNOGRAPHY: AN UNFILTERED VIEW OF REALITY

An exploration of what the research method of ethnography entails, i.e. switching from situation-focused to participant-lead, as well as how it can be used to investigate cultural practices, consumer behaviour and social norms.

[LEIA ESTE PAPER](#)



IPSOS HOUSE CASE STUDIES: UNCOVERING THE TRUTH BEHIND HUMAN BEHAVIOUR

Ipsos House is a research facility that uses the latest technology to uncover the truth behind human behaviour. Three case studies explore the following questions: How can banks attract and retain customers? How does emotion affect purchase decisions? How are voter preferences affected by media?

[LEIA ESTE PAPER](#)

NOVAS METODOLOGIAS & FERRAMENTAS



WHEN DIFFERENCE DOESN'T MEAN DIFFERENT

We present approaches for organisations to tackle cultural response bias, so they can continue to benefit from global studies and gather reliable, efficient and effective results to advance their Customer Experience strategies.

[LEIA ESTE PAPER](#)



SURVEYS IN AN AGE OF BEHAVIOURAL SCIENCE

Behavioural Science is the subject of a huge amount of discussion and activity within the research industry. We discuss the questions it raises about how to best understand human behaviour, such as the need to ask questions and the value of self-reporting.

[LEIA ESTE PAPER](#)



A SHARPER VISION OF YOUR BRAND AND CATEGORY

This thought piece presents case studies on how to use social media data to quickly, efficiently, and accurately identify consumers' mental associations relevant to brands. This dynamic source can be used to build market structure maps, helping with brand positioning.

[LEIA ESTE PAPER](#)

NOVAS METODOLOGIAS & FERRAMENTAS



INCREMENTAL VS. MONUMENTAL DECISION-MAKING

In this white paper, we describe an alternative “incremental” approach to decision-making that’s in tune with the pace of business in today’s rapidly changing world.

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AN EFFICIENT ALTERNATIVE TO CONCEPT OPTIMIZATION

You’ve narrowed down the best insights, benefits, and reasons to believe in your concept. Now, this paper will help you to determine how these elements will yield the greatest consumer appeal.

[LEIA ESTE PAPER](#)



PROMISING BREAKTHROUGH INNOVATIONS

Breakthrough innovations can yield more than double the returns of other innovations, so are critical to future success. This paper looks at how to avoid making the wrong choices and missing out on this potential.

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NOVAS METODOLOGIAS & FERRAMENTAS



DEVICE AGNOSTIC

Migrating to device agnostic is not just about using a new technical platform; it requires a new way of thinking about research. This paper looks at how we can adapt traditional surveys to stay connected to consumers.

Also see our [researchers' guide white paper](#).

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CLEARING THE FOG ON NEUROSCIENCE

Neuroscience methods have reached a new level of ease, affordability and added value. This essential briefing on neuroscience addresses some of the misunderstandings around what it is, and what it can and can't do.

LEIA ESTE PAPER



MAKING THE MOST OF TEXT ANALYTICS

This white paper tells us why the automated brain of text analytics still needs a human heart. Getting the right balance of full automation and analyst-driven techniques will depend on the nature of your question.

LEIA ESTE PAPER

SOCIEDADE & POLÍTICA

4

SOCIEDADE & POLÍTICA



THE FUTURE OF MOBILITY

We explore the latest consumer thinking in 10 different markets around the three main mobility trends: electric vehicles, autonomous vehicles and shared mobility, their impact on the automotive industry, and what this means for the future of transport.

[See other papers on the future of mobility.](#)

LEIA ESTE PAPER



THE ILLUSION OF STABILITY: WHAT WORRIES THE WORLD

Ipsos' *What Worries the World* survey has been running for over 100 months and has produced fairly stable results over this time on the top social and political concerns of citizens around the world. This paper reviews the key survey findings and discovers the trends beneath this 'illusion of stability'.

LEIA ESTE PAPER



WHO OWNS THE ENVIRONMENT?

With widespread increased concern about environmental issues and low levels of trust in the political establishment globally, is there fertile ground for a new era of Green politics? This white paper on how the national Green parties are faring in 8 countries shows that this depends on where you look.

LEIA ESTE PAPER

SOCIEDADE & POLÍTICA



HOW THE ASIAN MOTHER IS CHANGING

The Asian mother is willing to part with traditions. Our Mothering Excellence study explores mothering strategies through the lens of core human motivations in 11 key countries in Asia, revealing ways through which it is possible to connect with this demographic.

[LEIA ESTE PAPER](#)



IN MEDIA WE TRUST?

As chants of “fake news” ring out around the world, this paper asks: is there really a crisis of trust in the media? It finds that this trust issue is mainly focused on digital platforms, and there is great variation in opinions between emerging and established markets.

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SUPER-AGEING JAPAN

A paper on “super-ageing” Japan looks at the dynamics of population change in the country. It includes a focus on the generation who are squeezed in the middle between caring for children and older relatives, in an increasingly insecure work environment.

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SOCIEDADE & POLÍTICA



AFRICAN LIONS: AFRICA'S RISING MIDDLE CLASS

The African middle class are thriving, and with that brings new opportunities. But who exactly are the African middle class? And how can we understand more about them? We look at the continent's consumer landscape, including household finances, shopping, nutrition, brand relationships and media usage.

LEIA ESTE PAPER



WHAT WORRIES JAPAN?

Japan's top worries, according to our *What Worries the World* survey are 'poverty and social inequality', 'maintaining social programmes' and 'taxes', according to our *What Worries the World* survey. Our Japan team explains what is driving these concerns in the country today.

LEIA ESTE PAPER



VACATIONS IN JAPAN

Our global survey finds that the typical Japanese employee is least likely to use their holiday allowance. But understanding the cultural context reveals that the hesitance to take holiday is not necessarily a reflection of a comparatively more workaholic mindset of the Japanese employee.

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SOCIEDADE & POLÍTICA



UNMASKING THE NAIJA LIFESTYLE

This briefing paper provides an immersion into life in Nigeria, based on research findings from the local Ipsos team and told through the eyes of three typical Nigerians. It reveals consumer habits, cultural insights and a picture of the current economic conditions.

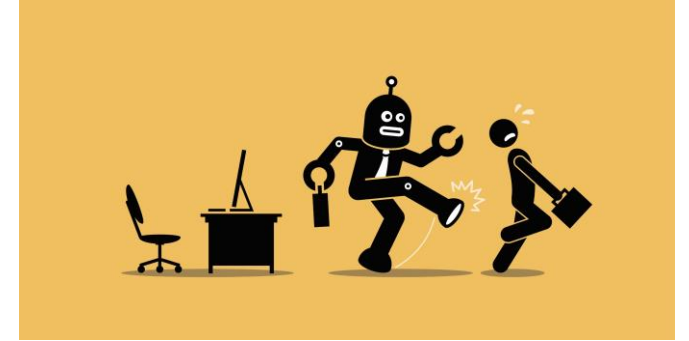
LEIA ESTE PAPER



COGNITIVE BATTLEFIELD

Our attitudes and opinions are undoubtedly influenced by the information we are exposed to. In the [first paper](#) of the series, we present a framework for understanding how this works and [the second](#) includes a case study for crafting persuasive messages, looking at American citizens' views of the economy.

LEIA ESTE PAPER



AI, AUTOMATION AND CORPORATE REPUTATION

With AI and automation becoming an option for many businesses, this paper asks what the social impact and reputational impacts will be, presenting views from both the public and policy-makers.

LEIA ESTE PAPER

SOCIEDADE & POLÍTICA



CORPORATE REPUTATION: KEY QUESTIONS ANSWERED

If you are building trust, you are building reputation. This is intuitively the ideal for which companies aim, and is the foundation of Ipsos' approach to reputation. Our briefing looks at 12 key questions to unlock the value of reputation for businesses.

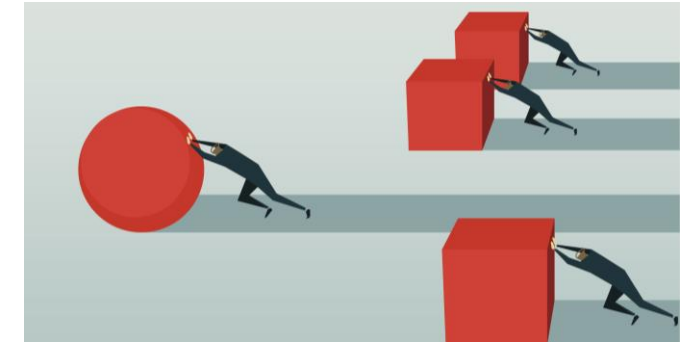
[LEIA ESTE PAPER](#)



THE CYBERCRIME THREAT TO CORPORATE REPUTATION

With a number of high profile attacks bringing cybercrime to the forefront of corporate minds, this white paper investigates the threat to company reputation, looking specifically at findings from UK businesses.

[LEIA ESTE PAPER](#)



REPUTATION, RESILIENCY AND RESULTS

This white paper unpicks the characteristics of the world's most trusted - and reputable - companies. It finds that the ability to combine strong business performance with a social conscience is something that is shared by companies in the "top tier" of trust.

[LEIA ESTE PAPER](#)

SOCIEDADE & POLÍTICA



A WOMAN'S WORLD

In the spirit of truly understanding the realities of women's lives, our *Understanding Society* publication on gender equality highlights the diverse experiences of women across the globe – ranging from those who have been displaced because of conflict to those at the very top of business and public life.

[LEIA ESTE PAPER](#)



PROJECT UNDERSTANDING: GLOBAL REFUGEE CRISIS

Project Understanding is a special edition of our *Understanding Society* publications on the global refugee crises around the world. The research seeks to drive the public debate about refugees out of a stalemate and discover the keys to unlock public hearts and minds on refugee issues.

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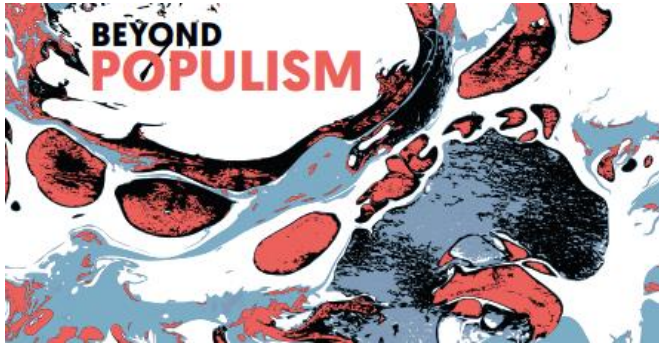


TOMORROW'S BUSINESS

Looking at the transformed political, cultural and economic landscape of Britain after it votes to leave the European Union, this edition of *Understanding Society* sheds light on the themes of productivity, skills, new technologies, and trade.

[LEIA ESTE PAPER](#)

SOCIEDADE & POLÍTICA



BEYOND POPULISM

This edition brings together a wide range of influential voices and the latest ideas that are shaping the public and political debate on populism. It questions whether it is a global phenomenon and explores the local contexts in different locations around the world.

LEIA ESTE PAPER



A HEALTHY UNDERSTANDING

This international edition of *Understanding Society* draws together Ipsos research across 30 countries to explore the state of health both nationally and internationally, covering a range of health issues.

LEIA ESTE PAPER



PUTTING PEOPLE IN THE PICTURE

As sustainable development becomes ever more embedded in government and business, the world of research has increasingly shifted its thinking to economic and environmental impacts.

LEIA ESTE PAPER

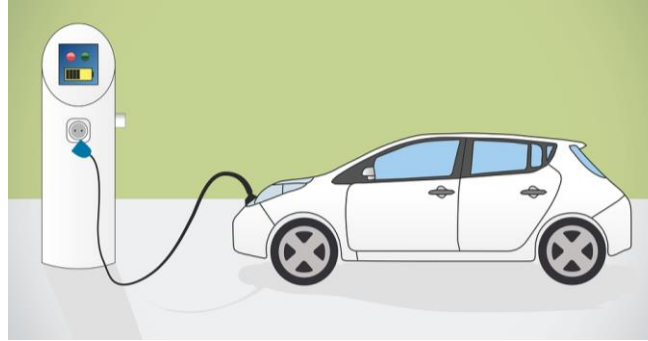
SOCIEDADE & POLÍTICA



THE FUTURE OF MOBILITY: DRIVERLESS CARS

At a time when technology has the potential to change the way we travel, this new white paper reveals global consumer attitudes towards the prospect of fully automated cars. As well as the technological advances of 'disruptive driving', it shows attitudes by region and age group as well as their concerns about the future.

[LEIA ESTE PAPER](#)



THE FUTURE OF MOBILITY: ELECTRIFICATION

Electric vehicles have been around for many years but are attracting more and more consumers due to environmental concerns and the rise of fuel prices. This paper analyses the results of interviews with more than 130,000 from consumers around the world on the electrification of mobility.

[LEIA ESTE PAPER](#)



THE FUTURE OF MOBILITY: SHARED MOBILITY

The third paper in our Future of Mobility series, looks at the rise and development of car-sharing and ride-sharing. A raft of new mobility services have become a part of day-to-day for many and form the modern alternatives to traditional public transport or taxis and cars.

[LEIA ESTE PAPER](#)

FLAIR

5

FLAIR



BRAZIL 2020: WATERCOLOUR OR MOSAIC

As Brazil grapples with a series of crises, this edition of *Ipsos Flair* finds that political polarization, rising conservatism and high social media usage are among the main forces shaping Brazilian society today.

[Veja o report em português.](#)

[Leia os 10 key points.](#)

BAIXE O REPORT



RUSSIA 2020: IN SEARCH OF SUSTAINABILITY

Sustainability is the theme of this year's *Ipsos Flair* report from Russia. It focuses on how changing attitudes towards sustainability are impacting life in the country, affecting consumer and corporate behaviour and driving innovations.

[See the full report in Russian.](#)

BAIXE O REPORT



SOUTH KOREA 2020: CUSTOMIZED & CONNECTED

South Korea has been dubbed the “miracle of the Han river” after its unprecedented economic growth. It is known for technology, beauty and culture, but this Flair report presents the key trends in society today, from an environmental awareness to healthy ageing and pioneering the sharing economy.

BAIXE O REPORT

FLAIR



INDONESIA 2019: NOW OR NEVER

The second edition of Indonesia Flair presents a dynamic and thriving nation with a strong sense of entrepreneurialism. Indonesia is growing in international importance but remains surprisingly absent from conversations abroad.

[Read the 10 key points.](#)

BAIXE O REPORT



IVORY COAST 2019: ARE WE ONE?

The first edition of Flair on an African nation looks at Ivory Coast. We analyse the economy, consumer trends and changes in society, including gender inequality and the tension between young people and tradition.

[Read the 10 key points.](#)

BAIXE O REPORT



ITALY 2019: COMMUNITARIAN AND COSMOPOLITAN

The theme of the 2019 edition of Flair on Italy is the communitarian and cosmopolitan divides of society, following the political and economic upheavals of the previous year.

BAIXE O REPORT

FLAIR



RUSSIA 2019: THE TIME OF ADJUSTMENTS

The first edition of Flair Russia provides an in-depth guide to what many consider a mysterious country. The report shows that it is all about Russia's people; their aspirations, expectations, and their everyday life.

[Read the 10 key points.](#)

BAIXE O REPORT



BRAZIL 2019: THE SOUND AND THE NOISE

Our fifth edition of Flair Brazil comes as the country elects a new authoritarian leader. It explores the sound and noise of diverse and conflictual voices from a shifting society.

[Read the 10 key points.](#)

BAIXE O REPORT



INDIA 2018: ASPIRATION TO ACTION

Written with the view that in 2018, the Indian economy would be the fifth largest globally, Flair India captures the latest trends, opportunities and thinking in the country.

BAIXE O REPORT

FLAIR



FRANCE 2018: SIMMER, SHUDDER OR QUIVER?

Flair France 2018 sees three possible scenarios for the country in the coming year: anger at undelivered promises, shock at how fast the world is changing or joy at the notion of future progress.

BAIXE O REPORT



INDONESIA 2018: DEALING WITH OPPOSITES

Flair Indonesia 2018 reveals a paradox in society, where the four richest men in Indonesia are richer than the 100 million poorest people.

[See the 10 key points.](#)

BAIXE O REPORT



THAILAND 2017: BEYOND THE CONCERNS

Flair Thailand 2017: “Beyond the concerns”, offers a unique perspective on the mood of the nation in a crucial year for the Thai economy which has suffered from weak growth.

BAIXE O REPORT

FLAIR



COLUMBIA 2017: REVIVING

“Reviving” is the word of the year for Flair Colombia 2017, and in all Colombians’ hopes and dreams. The report sees that despite 28% of the Colombian population living in poverty, conditions are conducive to progress.

[BAIXE O REPORT](#)



PERU 2017: FROM INFORMALITY TO MODERNITY

Flair Peru 2017: “From informality to modernity” explores the Peruvian individual as consumer, citizen, spectator and employee with the aim of overturning stereotypes and thinking in an innovative way.

[BAIXE O REPORT](#)



MEXICO 2016: A YEAR OF SCRUTINY AND CHANGE

There's one thing we can say for sure. When it comes to Mexico, whenever things seem to be reaching a breaking point, the country and its people find ways to stave off the bad and cultivate the good.

[BAIXE O REPORT](#)

GLOBAL ADVISOR

6

GLOBAL ADVISOR



GLOBAL HAPPINESS STUDY

Two thirds of adults (64%) globally across 28 countries consider themselves to be happy, fewer than in previous years. The survey also finds out which things make people the most happy.

REPORT



THE FUTURE OF AGEING

Views from 30 countries on different aspects of ageing, including levels of optimism or pessimism towards growing older and how people are preparing for later life.

REPORT

CONFIRA TODOS OS TÓPICOS MAIS RECENTES DO GLOBAL ADVISOR NO SITE GLOBAL WWW.IPSOS.COM



VIEWS ON THE ENVIRONMENT

We ask people in 28 countries about the environmental issues that concern them the most, what they do to tackle them and preferred policy options.

REPORT

IPSOS UPDATE

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IPSOS UPDATE

Todos os meses, preparamos esse apanhado dos principais papers e estudos da Ipsos para compartilhar com os clientes.

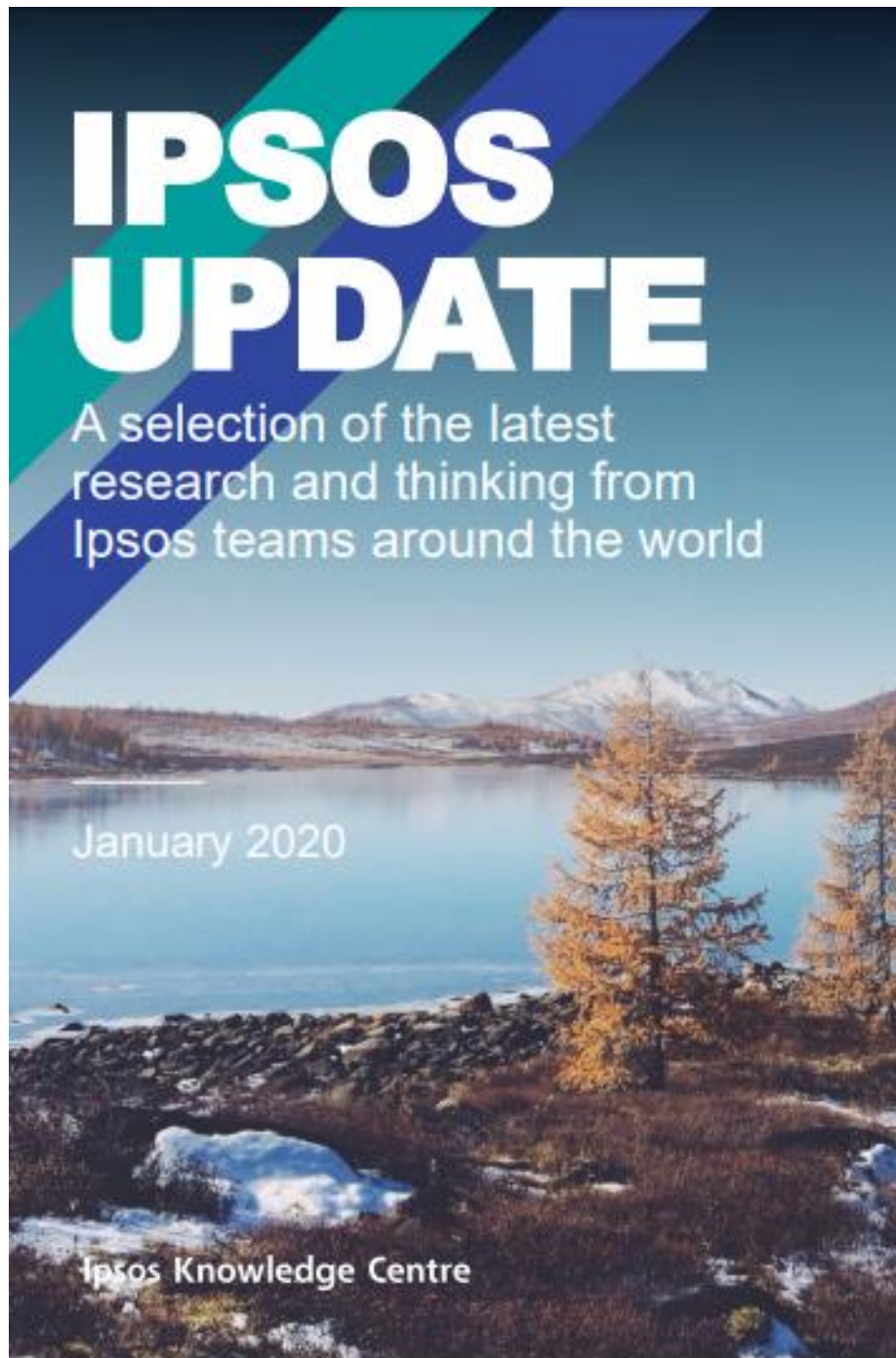
JANEIRO 2020

- Creativity and innovation
- Life in Australia
- Gen Z in MENA
- Perceptions towards NATO
- Ipsos Flair editions for Russia and Brazil

BAIXE O IPSOS UPDATE – JANEIRO 2020

CLIQUE E CONFIRA AS
EDIÇÕES ANTERIORES

VERSÕES EM ESPANHOL

The cover of the Ipsos Update January 2020 report features a scenic landscape with a calm lake, snow-capped mountains in the background, and evergreen trees in the foreground. The title 'IPSOS UPDATE' is prominently displayed in large, bold, white letters at the top. Below it, the subtitle 'A selection of the latest research and thinking from Ipsos teams around the world' is written in a smaller, white font. The date 'January 2020' is centered in the middle of the image. At the bottom, the 'Ipsos Knowledge Centre' logo is visible.

IPSOS UPDATE

A selection of the latest research and thinking from Ipsos teams around the world

January 2020

Ipsos Knowledge Centre

SLOWING DOWN TO BE FASTER

Why investing time at the start of the creative development process produces better results.

Our expectations and perceptions of time have profoundly changed so that today everything has to be fast, immediate, even anticipated.

This can be seen in the way that we live and work, assisted by technology we multitask at the office and our idle time is dominated with online activities such as reading, watching and checking.

Innovation and creative development processes have also accelerated, and the need for speed impacts research. Instead of asking before brands, many prefer to launch and learn in the market, removing the products or content which don't stick.

This paper presents how Ipsos responds on the relative value of speed and time to creativity and innovation.

Conversations with industry professionals show us that people recognize that creativity takes time. Most important is properly understand the brief, the business question, the target, and then spend enough time on the strategy and big ideas.

With the evidence and experience, please measure the benefits that come from taking your time at the beginning of the development process. The real challenge being how to get to the right answer faster.

READ MORE

DOWNLOAD

CONTACT

4 – Ipsos Ipsos Update – January 2020

FLAIR BRAZIL 2020

Polarisation, technology and spirituality are among the main forces shaping Brazilian society today.

In 'What's out of What?', the year's 2020 Flair report on Brazil, our local experts look at society, markets and people who offer the latest insights on what is happening in the country today.

The key trends include a noticeable growth of political extremism in Brazil, reflecting deepening social divisions and profound income inequality. One third of the population don't think it's worth trying to talk to people with a different political view, and that in 10 doubt that anyone will opposing political views will change their mind, regardless of evidence.

The voice of social and political conservatism is becoming louder but this doesn't reflect a dramatic shift in public attitudes as a whole. Brands shouldn't consider too much to find and remember that winning brand purpose is still a good way to catch attention and advancing.

As well as providing good services and products, brands are now expected to contribute positively to society more than three-quarters of Brazilian consumers think that this is more important today than in the past.

Brazil is an online superpower, ranking second in the world for time spent on the internet and third for social media and dating apps.

See the full report at [Flairreport.com](#)

READ MORE

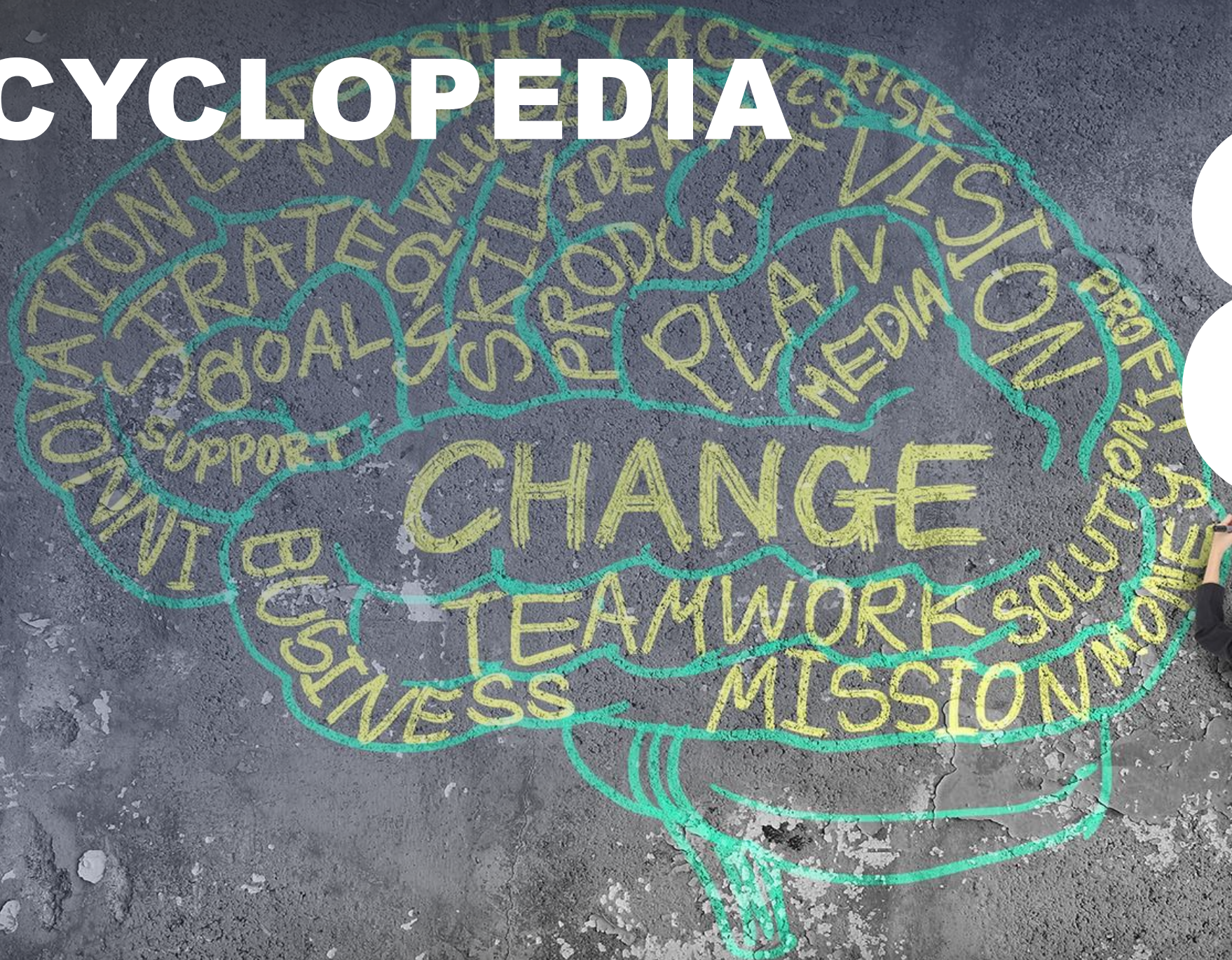
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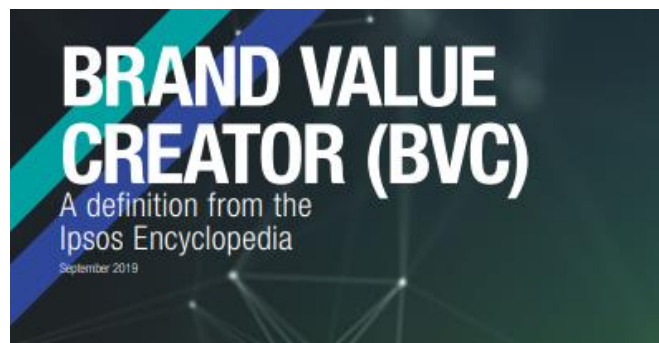
ENCYCLOPEDIA

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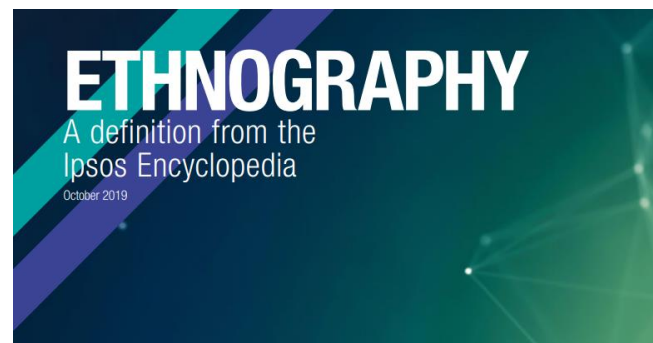
IPSOS ENCYCLOPEDIA

Para mais informações sobre a Enciclopédia, mande um e-mail para IKC@Ipsos.com



Brand Value Creator (BVC) is Ipsos' holistic measurement system that measures brand equity in a competitive context, with two dimensions; people's attitude to brands or how they feel towards brands and situational influences, the in-market elements that shape behavior - what people really do at the point or moment of purchase.

[LEIA A DEFINIÇÃO](#)



Ethnography is a qualitative research method derived from the fieldwork practices of anthropology. It is often characterised by its emphasis on spending extended periods of time with people or groups of people to generate/create a holistic picture of cultural practices.

[LEIA A DEFINIÇÃO](#)



Market Research Online Communities (MROCs) are a widely adopted research tool used for a variety of online qualitative and quantitative research engagements. Typically, a defined audience is recruited into an online space and engaged for a specified duration of time – anywhere from days to weeks to months or years – depending on the research objectives and needs of the client.

[LEIA A DEFINIÇÃO](#)

DÚVIDAS?

Este documento foi originalmente produzido pelo
Ipsos Knowledge Centre.

Em caso de dúvidas, nosso time de comunicação no Brasil
pode te ajudar! :)

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