

# IPSOS BRAND SIGNALS

Integrating social insight with  
your brand health tracking





**Brand Signals integrates social insight with your brand health tracking data and key performance indicators (KPIs) to help better understand how your brand is experienced and perceived by people.**

In this way, we achieve richer context and deeper understanding of brand performance, competitive strengths, weaknesses, opportunities and threats to drive growth for your brand.

**Unearthing the MEMORIES that people hold of your brand and the MOMENTS, in which they interact with your brand:**

### **Memories (via social)**

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Survey data helps understand “memories”, i.e. equity which lingers and is expressed outside of the point of experience itself.

### **Moments (via surveys)**

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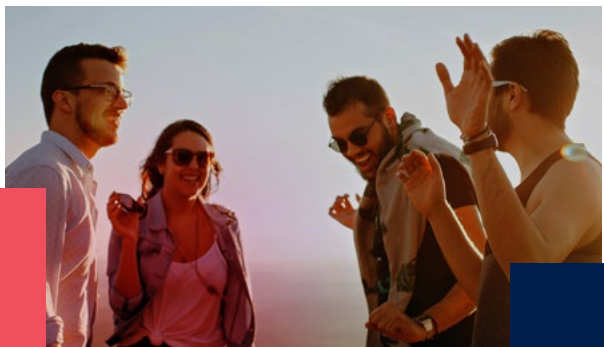
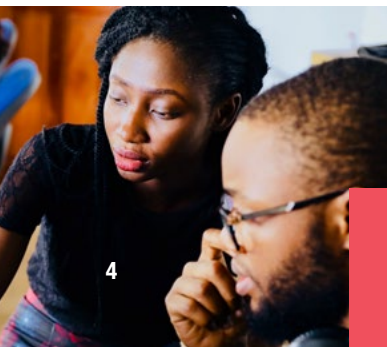
Social data, on the other hand, best expresses “moments”, i.e. context of usage, real-time, close to the point of experience.



# The power of brand signals

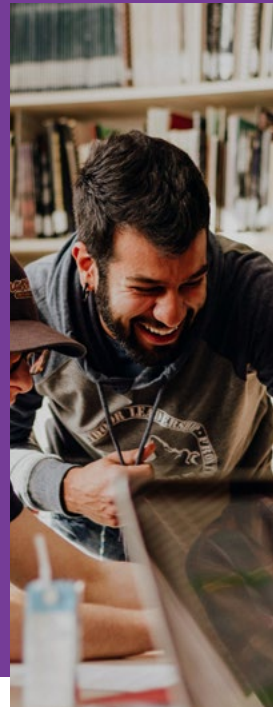
**Brand Signals integrates social insight with your brand health tracking data and key performance indicators (KPIs) to help better understand how your brand is experienced and perceived by people.**

- Are you building momentum in key areas that will positively impact the brand and increase market share?
- What elements of your offer are driving business growth?
- What are the most powerful brand building activities?
- Do your marketing messages resonate and are they being reflected in earned consumer social conversations? Are there red flags to respond to?
- What are the big learnings to take forward and inform continued growth?

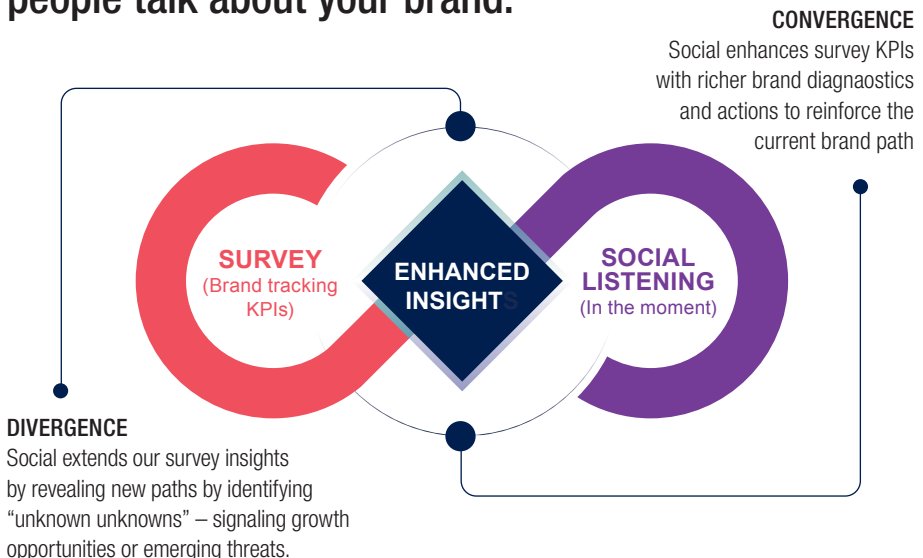


Our industry-leading AI engine unites the widest coverage of data in the world with decades of Ipsos leadership in Behavioural Science and consumer insights.

We use the power of Social and Brand Health Tracking data to its full potential to highlight areas of **CONVERGENCE**: enhancing survey findings with richer brand diagnostics that provide actions to reinforce the current brand path. As well as highlighting areas of **DIVERGENCE**: revealing new paths by identifying ‘unknown unknowns’ and signalling growth opportunities or emerging threats.



## Brand Signals enhance insights and build holistic picture of how people talk about your brand:





# Benefits for clients

By surfacing all major statistical events and patterns happening online, Brand Signals solves the fear of missing key information by directly presenting the insights that need your attention and will help you to:

## Richer context and enhanced insight

Gain better understanding of how your brand is experienced and perceived by analysing the real-time voice of the people.

## Avoiding blind spots

Capture new conversations about your brand (or competitors) and areas not covered by the survey – opportunity for new insights to alter the future brand path.



## Don't miss brand disruptions

Identify significant shifts in the market or new brands leading social conversations. If your competitors are gaining pace, what areas specifically are they succeeding in?

## Early alerts around brand performance

Understand the immediate impact (positive / negative) of your brand activities and if you are resonating – enhance or protect your brand reputation.

## ABOUT IPSOS

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

## GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People. To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

**You act better when you are sure.**

