Strategy3 is Ipsos' business and growth advisory firm for both the B2C and B2B sectors

We believe that in order for any business strategy, marketing plan, brand positioning, or new innovation to be successful, it must do **three** things: be rooted in the organization's strategy, be informed and inspired by customer research, and it must drive through to actual in-market activation. While there are many firms that advise on growth, very few deliver on all **three**: traditional management consultancies rarely delve deep enough into the world of the customer; creative firms don't truly leverage the power of data; research agencies can sometimes lose the big picture in the midst of analysis. That's why we are Strategy3.

We approach every challenge through three lenses



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What We Do

Drawing from our global network of consultants across four practice areas, we work with clients to Build • Grow • Compete





Corporate/Business Strategy

Determining the right markets in which to play, and how to win Market Sizing • Go-to-Market Strategy • Distribution/Channel Strategy • Competitive Benchmarking • Due Diligence



Brand Strategy

Developing strategies to help your brand and products stand out Brand Stretch • Brand Architecture/Portfolio Optimization • Brand Positioning • Brand Purpose • Brand Valuation and Investment ROI



Customer/Consumer Strategy

Understanding and reaching the right customers Strategic Segmentation • Customer Prioritization • Consumer Journey • Omnichannel Strategy • Value Proposition Development



Innovation Strategy

Planning for and conceptualizing new products and offers Trends/Futures Scenario Development • Early Stage Innovation Development • Innovation Scouting • Innovation Strategy and Process Development

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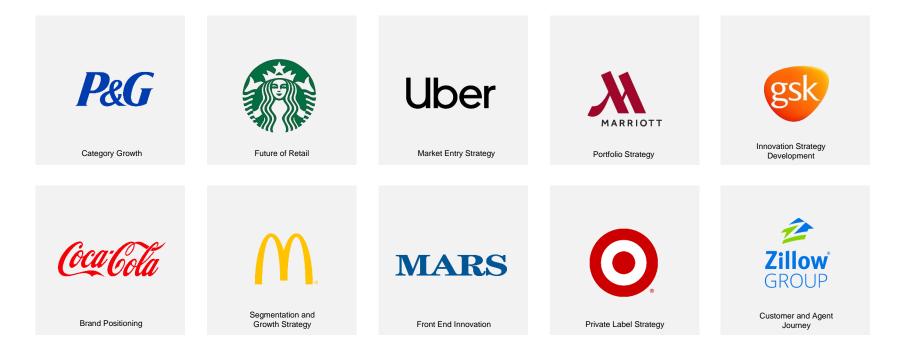
How We Work

Our approach is tailored to each engagement, but with several consistent building blocks

	01. DISCOVER & FRAME	02. UNCOVER	03. STRATEGIZE	04. ACTIVATE
Goal	Start building the foundation for the initiative, identify key areas of interest and align on objectives.	Reveal the most salient insights, drivers and market shifts to address existing gaps through consumer insights	Identify opportunity spaces, key insights, and bring insights to life, linking them to business needs (SO WHAT, NOW WHAT?)	Immerse internal teams in insights and activate planning for strategy and tactics
Potential Worksteps	 Know what we know: assess all applicable existing research Leverage market intelligence and external view: conduct secondary research among related and unrelated industries Conduct one-on-one stakeholder interviews 	 Conduct consumer, customer, market research as need to address key questions Approach and product agnostic but omni-channel view to all work Examples include: in-homes, expert interviews, online surveys, in-store intercepts, data analysis, social listening 	 Bring findings to life: what's new, what's different, what does it mean: deliver C-suite friendly so what, now what? Hold workshop/worksession to ideate around findings, opportunities, insights Ensure broad stakeholder engagement in findings 	 Link insights and findings to key elements of brand and marketing strategy Socialize findings and ensure internal teams empowered with data and actions to drive initiatives forward Ideate on and build action plans, strategies, and tactics Build the roadmap for growth

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Some of the engagements we've recently completed



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