



Welcome to **Ipsos Update - Q3 2021 edition** - an Ipsos in Indonesia Quarterly Client Newsletter. Ipsos Update presents Ipsos team's researches or studies and analysis of current business, market, and consumer issues around the world, especially Indonesia. Special features in Q3 edition: **SEA AHEAD - Ipsos 4th wave study, Market Understanding: Shifting Context, Shifting Priorities, KEYS: Making A Difference, and many insights.**

Let's explore more.



[See Report >>](#)

SEA AHEAD

Since the onset of the pandemic, Ipsos has been tracking sentiment across 6 countries in Southeast Asia; Singapore, Malaysia, Indonesia, Thailand, the Philippines and Vietnam, to understand how citizen opinion and consumer behaviour is changing through the crisis.

On early August, Ipsos in Indonesia released the latest findings of 4th wave study, which enables organizations and businesses to look ahead beyond the pandemic - anticipating future consumer behaviour, patterns and opinions while each market in the region goes through various phases of crisis management, recovery, and vaccination roll-outs.



Market Understanding:

Shifting Context, Shifting Priorities

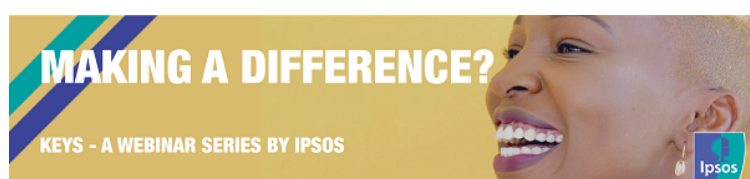
Is your data still valid with current upheaval market situation?

How well do you know your shopper?

There is growing evidence of people making new and different decisions in response to the mercurial context of our time. Update your consumer understanding and insights to reflect the new context.

This white paper explains why the time is right for brand to review their strategy.

[Read More >>](#)



Up Coming Webinar: KEYS : MAKING A DIFFERENCE

Brands in Real Lives

This Ipsos webinar series is dedicated to helping our clients better understand the dynamics of today as they prepare for tomorrow. The focus is on sharing new perspectives, based on our recent research and analysis.

After a short break, we are back to explore the question of how brands can make a positive impact on individuals' lives.

Please join us on September 22, 2021 as we consider the latest evidence from our research around the world.

[Register Here >>](#)

[Global Consumer Sentiment Growth Has Nearly Halted](#)

[Women in Advertising](#)

[Sentiment about globalization cooler than before the pandemic across the world](#)



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