



PRESS RELEASE

Ipsos at Cannes Lions Festival 2023 to demonstrate how Creativity x Empathy puts the extra in the ordinary for brand success

Paris, 26 May 2023 – As a polycrisis rolls across the world, brands are under more pressure than ever to deliver for consumers facing rising prices and falling real incomes.

At Cannes Lions we will bring the latest trends, insights, and creative breakthroughs that are shaping the Turbulent Twenties. Ipsos experts will highlight new analysis on the three things that have been revealed as fundamental driving brand growth. We share the findings from Ipsos' broadest survey ever, covering 48,000 people across 50 markets, representing 87% of the global economy and 70% of the global population, highlighting just how much – and how little - the world shares at this liminal moment.

Over three days from 19 to 23 June 2023, Ipsos will be at the forefront of thought-provoking sessions across various stages and forums at the Cannes Lions International Festival of Creativity.

In conversation with renowned advertising executive Josy Paul, Chairman and CCO (BBDO India), and Lindsay Franke, President for Ipsos US, Ben Page, Ipsos Global CEO will share nuanced thoughts and strategies on how brands can successfully overcome this ever-evolving landscape and "surf the polycrisis".

We will share the Palais des Festivals stage with some of the world's top thought leaders, innovators, global brands, and advertising agencies. Through an exploration of the underlying Global Trends that are shaping the future, Ipsos will unpack how brands, businesses, and policymakers can "bridge the society divide" and "blend virtual and mortar brand experiences" and delve into the innovators' motivations, inspirations, and aspirations.

Ipsos will also partner with creative and strategic intelligence agency Contagious to present a Citizen Cannes event. Hosted by Ben Page, and featuring esteemed guest speakers from global leaders such as LVMH, LinkedIn, Coty, and Sanofi, the interactive event will provide actionable insights into brand success.

"Brand builders must recognise the current context. New Ipsos research shows that three key factors have become more important for brands to surf the polycrisis wave: shaping consumers' expectations, taking the macro- and micro- contexts into account, and acting with empathy to drive creative, brand and global success," says Ben Page, Global CEO of Ipsos.

"We know from Ipsos findings that advertising which leverages both creativity and empathy perform at above-average levels, generating a 20% lift on short-term sales impact. Throughout the week at Cannes and beyond, we want to help brands harness these learnings and frameworks for informed decisions that shape brand success, providing ways for them to confidently react and build resilience."

To learn more about Ipsos and its participation at the Cannes Lions Festival, please visit <https://www.ipsos.com/en/ipsos-at-cannes-lions-2023>



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ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and 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 navigate with confidence our world of rapid change.

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).

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