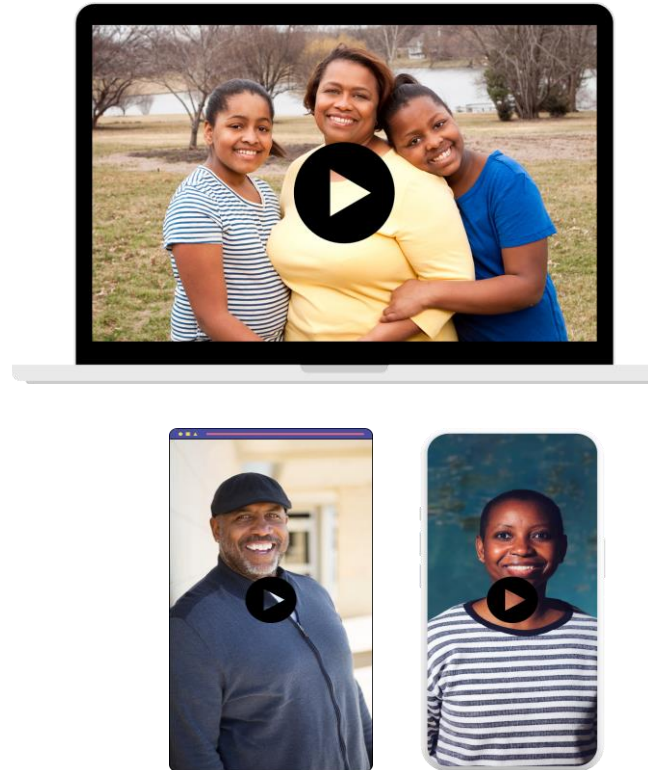


Envisioning an anti-racist world



- Ipsos set out to help a major Finance brand **deepen its understanding of the history of racism and imagine an anti-racist future** in Brazil, South Africa, UK and US
- The study leveraged **online community with self-ethnography, bolstered by expert interviews, and support by behavioral science frameworks** to unlock psychological, social and cultural barriers
- Communities drew out real experiences with racism – and by leveraging AI-driven content analysis, we identified thematic areas to inform subsequent questions and shape the self-ethnography. It also allowed us to select the individual stories to go deeper with, reaching a holistic understanding of what it means to be Black today in very different cultures
- This project was a launch pad to elevate the brand as a thought leader and empower the organization to lead in creating a more racially diverse and inclusive world



“This has been the best project ever, the hardest project ever, most emotional project ever.”
– *Global Insights & Analytics*

