



**True Understanding of
Society, Markets and People**

FOUNDED IN FRANCE IN

1975

90

MARKETS

**IPSOS IS
THE WORLD'S
LEADING
MARKET
RESEARCH
COMPANY**



MORE THAN

18,000

EMPLOYEES

75

SERVICES

WE MAKE DIFFERENCE



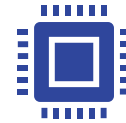
Expertise and thought leadership:

Leading-edge advisory expertise and thought leadership, from the most innovative research company in the world



Research heritage:

A research heritage in insights, analytics and total customer understanding



Advanced technology:

Best-in-class platform solutions – mobile data collection, real-time online reporting and video feedback



Driving business impact

A focus on understanding your business questions and driving the case for change



Global/local footprint:

With offices in 90 countries, we're close to our clients and know their markets



Reputation and stability

We're a major, professional and established organisation.



An aerial night photograph of a city skyline. A tall, illuminated skyscraper stands out prominently in the center. The city is densely packed with lights, and a body of water is visible on the right side. The sky is dark with some clouds.

IPSOS IN VIETNAM

Ensuring quality data,
delivering actionable insights
and measuring our performance
via client satisfaction score



Specialization to offer comprehensive solutions

- Innovation
- Market Strategy & Understanding
- Brand Health Tracking
- Customer Experience
- Healthcare
- Qualitative (IUU)
- Strategy3
- Creative Excellence
- Channel Performance
- Ipsos.Digital (online DIY research)



IPSOS IN VIETNAM

Key clients across industries....



Strong Employee & Client Satisfaction



Employee **90%**
Engagement Score



9.0 **2023 CSM**
(Oct updated)

IPSOS proudly RANKED as

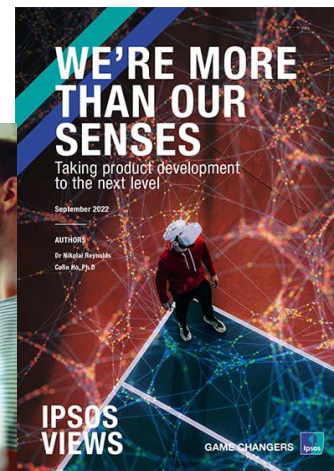
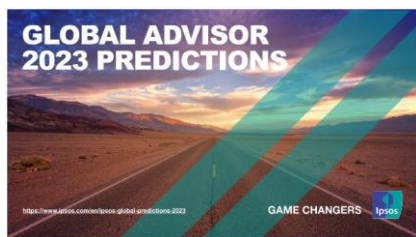
#1 MOST INNOVATIVE INSIGHTS & ANALYTICS COMPANY IN THE WORLD

in five consecutive years



Ipsos Thinks

We offer industry leading **thought leadership**



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