



## PRESS RELEASE

### How brands can use context to cut through chaos and connect with customers

*New chapter in Ipsos' Insights to Activate series explains how creativity, empathy, and understanding can help brands connect with customers in chaotic times.*

**New York, NY, June 25, 2024** – From the cost of living to climate change, today's consumers have countless competing demands on their attention. Four in five (83%) say that the world today is changing too fast, according to the Ipsos 2024 Global Trends survey of 50 markets.

Marketers must understand this fast-changing context, or risk losing relevance and trust.

So [Ipsos](#), one of the world's leading market research companies, has launched [Insights to Activate: Brand](#) — a three-part report that explains how creativity, empathy, and understanding can help brands connect with customers and drive sustainable growth.

The first piece, "[Context or Chaos: 3 Ways Modern Brands Can Break Through and Thrive](#)," offers practical advice on how brands can leverage data and marketing science to forge a persistent brand story and position products and services that exceed consumer expectations.

Next, in an [exclusive June 26 panel discussion](#), senior executives from YouTube, MetLife and Ipsos will discuss how leaders can integrate contextual understanding into creative campaigns, the customer experience, and everything in between.

The final chapter, a client impact story, will explain how Ipsos' iterative creative testing framework helped a leading tech platform develop a campaign that resonated with key audiences and drove a significant increase in brand consideration and differentiation.

[Insights to Activate: Brand](#), the latest installment of Ipsos' [Insights to Activate](#) series, follows "[Election Action: Is Your Business Prepared?](#)" and "[Gen AI: From Wow to How](#)," two other reports which explored how leading companies across industries use market research and foresight to respond to pressing business issues.

Register for the June 26 webinar and learn more about Insights to Activate at: <https://www.ipsos.com/en-us/insights-activate>

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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating 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 from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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