

DYNAMIC DEMAND COMPASS



Leverage disruption for growth with Ipsos' Dynamic Demand Compass strategic framework

What we deliver: A Three-Step Charter for Growth

- 1. Establish the BASELINE:** This involves understanding the current market by creating a strategic framework that analyses needs, usage occasions and competitive landscape to identify key growth opportunities.
- 2. Integrate DRIVERS OF CHANGE:** Here, the framework employs foresight to anticipate future demand using three layers:



Macro Forces Long-term shifts such as demographic and economic changes



Shifts Mid-term trends in consumer and category insights using analytics and longitudinal data



Signals Early indicators of change derived from social and search data using the Signals GenAI platform

- 3. Activate for IMPACT:** The insights are translated into actionable strategies via AI-driven tools like Prioritization Maps, Scenario Charters, and PersonaBots, aiming for resilient, data-driven strategies for:

Market

Brand

Portfolio

Innovation

Ipsos' Dynamic Demand Compass equips businesses to anticipate future demand in a changing world, focusing on preparedness over precision. It analyses cyclical patterns and integrates macro forces, market shifts, and signals using GenAI tools to transform disruptive potentials into strategic opportunities.

The Ipsos Difference: HI + AI

Ipsos' HI + AI interface melds AI's data-processing speed and pattern recognition with human strategic insight, enabling nuanced, actionable market strategies. This synergy produces tools like prioritization maps to guide growth and improve decision-making.

"This was a Best-In-Class approach with breakthrough analytics, strategic advice, engagement dynamics & project management."

- Global Food Company Client

To further enhance your understanding or implementation of the Dynamic Demand Compass reach out to Ipsos directly for a tailored consultation.

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