

IPSOS CREDENTIAL

Ipsos | Marketing Research & Consulting

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Powerful Korea Network

CEO'S MESSAGE

Greetings from Ipsos in Korea!

Ipsos is a top-tier organization that always strives to provide innovative and insightful services throughout various industries. With a global presence in 90 countries and almost 20,000 passionate researchers worldwide, we are proud to be the only global market research company that is exclusively run by research professionals.

Here at Ipsos, we offer 17 independent service lines to more effectively provide our customers with keen and valuable insights. Each service line specializes in distinctive market segments or research methodologies, including marketing strategy and evaluation, new product development, advertising effectiveness, media and brand research, customer experience and satisfaction, political and social opinion polling, and many more.

We are now living in an era in which the ability to interpret and utilize data has become essential. 'Data literacy' has emerged as an essential quality that we must possess in order to move forward and be on top of the field. In these ever-changing times, we guarantee that we will continue to provide the best research services for our customers. We promise that we will earn your trust as a valued strategy partner and become a company that both our customers and colleagues can be proud of.

CEO of Ipsos In Korea

HWANGLYE PARK



SUCCESS HISTORY OF IPSOS

Ipsos is the only top-tier global research company founded and run by research professionals.

2025 Global Sales

€2,525 million

2025 Ipsos Korea Sales

62.7 million KRW

1975

Ipsos is founded by
Didier Truchot in
Paris, France

1990

Ipsos becomes a
European company,
extending beyond
France

1999

Ipsos lists its shares
on the stock market

2011

Ipsos acquires
Synovate, with 300
marketing experts
including 180
researchers, making it
#3 in research
worldwide

2014

Certification of ISO
20252 in Market,
Opinion & Social
Research

2017

Online Panel is
launched in Korea

2018

Ipsos acquires
Synthesio and 4 global
divisions of GfK
Custom Research:
Customer Experience,
Experience
Innovation, Health,
and Public Affairs
Social Political
Research is launched
in Korea

2020

Ipsos conducts exit
poll for 21st
Legislative Election in
Korea

2022

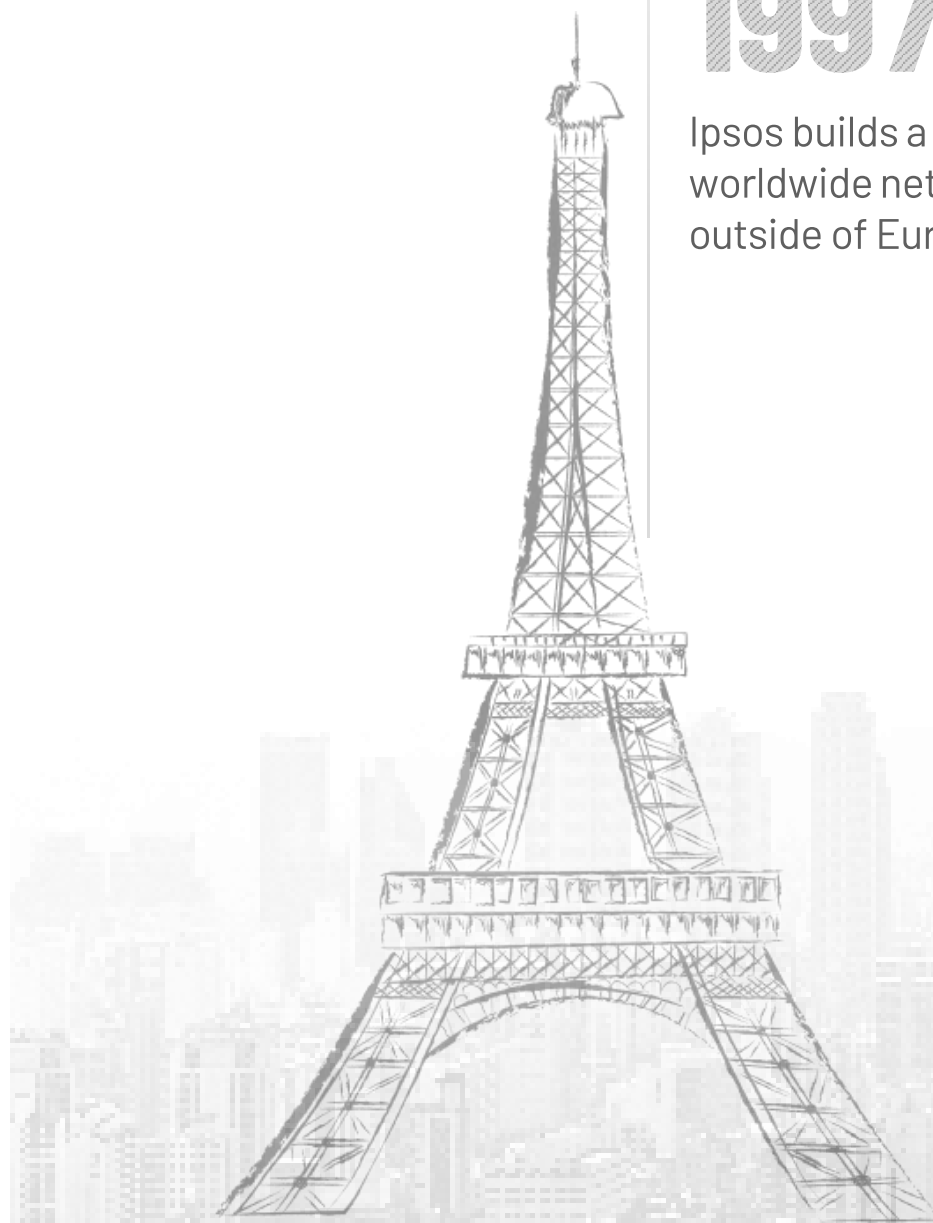
Hwanglye Park is
inaugurated as the
new country manager
Ipsos conducts exit
poll for 20th
Presidential Election
in Korea

2024

Ipsos conducts exit
poll for 22nd
Legislative Election
in Korea

2025

Ipsos conducts exit
poll for 21st
Presidential
Election in Korea



IPSOS,

Top Global Market Research Company



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.

Ipsos in Korea operates 17 specialized business lines: Marketing, Media & Brand, Loyalty, Public Affairs, Observer, and more. Within each line, we offer expert insights in marketing strategy development and performance evaluation, new product development research, media and contents evaluation, technology research acceptance and strategic planning, brand equity evaluation and tracking, copy test and advertising effectiveness measurement, customer satisfaction and enhanced loyalty program, public opinion poll and social research, corporate image and public relations.

IPSOS,

Top Global Market Research Company



GLOBAL NETWORK

Asia Pacific

Australia
China
Hong Kong SAR China
India
Indonesia
Japan
Malaysia
New Zealand
Pakistan
Philippines
Singapore
South Korea
Taiwan
Thailand
Vietnam

Europe

Albania
Austria
Belgium
Bosnia
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
France
Germany
Greece
Hungary
Ireland
Italy
Kazakhstan
Kosovo
Macedonia
Montenegro
Netherlands
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Turkey
Ukraine
United Kingdom

Latin America

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Dominican Republic
Ecuador
El Salvador
Mexico
Panama
Peru
Puerto Rico
Venezuela

Middle East & Africa

Algeria
Bahrain
Cameroon
Egypt
Ghana
Iraq
Israel
Ivory Coast
Jordan
Kenya
Kuwait
Lebanon
Morocco
Mozambique
Nigeria
Pakistan
Qatar
Saudi Arabia
Senegal
South Africa
Tanzania
Tunisia
UAE
Uganda
Zambia

North America

USA
Canada

KOREA NETWORK

서울/경기

전속 면접원 250명
가용 면접원 450명

대전/충청

전속 면접원 45명
가용 면접원 80명

광주/전남

전속 면접원 40명
가용 면접원 80명

강원

전속 면접원 30명
가용 면접원 60명

대구/경북

전속 면접원 45명
가용 면접원 100명

부산/경남

전속 면접원 60명
가용 면접원 120명

제주

전속 면접원 15명
가용 면접원 40명

전속면접원: 600명 / 총가용면접원:1,400명

5 CORE VALUES BRING US TOGETHER

Client First

We put clients first. Always. We focus on long-term partnerships, and we understand our clients' businesses as if they were our own. We are responsible and accountable for providing our clients with the best solutions across our range of multi-specialist capabilities.

Integrity

We demonstrate the highest ethical standards and principles. We are independent, objective experts delivering reliable information to our clients.

Collaboration

All of us are smarter than any of us. We work in diverse teams comprising clients and colleagues. Together we navigate the world towards common goals and with open minds.

Entrepreneurial Spirit

We are different. Our culture encourages individuals to try different, innovative ideas. We are motivated. We work hard and smart, and we are able to act quickly and decisively when required.

Curiosity

We are curious about the world around us. We ask the right questions, we seek the new and unexpected.

IPSOS PROFESSIONALS

Top Global Market Research Company



Client Organization

Client Organization enables profitable growth by identifying opportunities for Ipsos' services and by expanding and elevating client relationships.

ADDING
VALUE

BUILDING
GENUINE
PARTNER-
SHIPS

DRIVING
GROWTH



Service Lines

Our teams, equipped with our range of specialised services, provide accurate and relevant information that will help you make smarter decisions, faster and more consistently across markets.

CONSUMERS
& BRANDS

CUSTOMERS
& EMPLOYEES

CITIZENS

DOCTORS
& PATIENTS

IPSOS
Marketing Research &
Consulting

Introduction

CEO's Message

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Independent Business
Service Lines

SERVICE OVERVIEW

MARKET STRATEGY & UNDERSTANDING

SYNTHESIO

STRATEGY3

UU

INNOVATION

CREATIVE EXCELLENCE

BRAND HEALTH TRACKING

CHANNEL PERFORMANCE

OBSERVER & IPSOS DIGITAL

UX

CUSTOMER EXPERIENCE

PUBLIC AFFAIRS

HEALTHCARE

What Makes Us Different

IPSOS EXPERTS



**CONSUMERS
& BRANDS**



**CUSTOMERS
& EMPLOYEES**



CITIZENS



**DOCTORS
& PATIENTS**



CONSUMERS & BRANDS

MARKET STRATEGY & UNDERSTANDING

Propose execution strategies based on a deep understanding of markets and consumers

SYNTHESIO

Efficiently analyze social and buzz data with Ipsos know-how

STRATEGY 3

Market exploration and various strategy consulting for B2B markets in addition to consumer markets

IPSOS UU – QUALITATIVE RESEARCH

Qualitative solutions that deliver an integrated insights with deep exploration

INNOVATION

Quick and easy guide to innovation from idea to product testing

CREATIVE EXCELLENCE

Integrated solution from ad concept development to evaluation to performance analysis

BRAND HEALTH TRACKING

Accurate diagnosis, optimal prescription, and solutions to grow your brand

CHANNEL PERFORMANCE

Solutions for promoting sales conversion in B2B/B2C channels

CUSTOMER EXPERIENCE

Effective managing of CX performance to maximize ROI on customer experience investments

OBSERVER / IPSOS DIGITAL

On and offline data collection under constant evolving circumstances

USER EXPERIENCE

Guidance and consulting on optimal UI/UX through a variety of consumer experience-based approaches



CUSTOMERS & EMPLOYEES

IPSOS MMA

- Marketing mix modelling
- Unified marketing measurement & optimisation
- Media & marketing testing
- Pricing analytics

AUTOMOTIVE AND MOBILITY DEVELOPMENT

- Early stage
- Concept and product success
- Market launch
- Automotive user experience tests
- Benchmarking and in-market

AUDIENCE MEASUREMENT

- TV/video viewing
- Radio/audio/podcast listening
- Readership
- Cross-platform audiences
- Out-of-Home audience
- Advertising expenditure
- Digital audience
- Data science for audience measurement
- Global syndicated studies
- Population movement tracker

MEDIA DEVELOPMENT

- Audience insights
- Content strategies
- Platform access and optimization
- Monetisation
- Attractor insights performance tracking

EMPLOYEE RELATIONSHIP MANAGEMENT

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- BRAND HEALTH TRACKING
- CHANNEL PERFORMANCE
- OBSERVER & IPSOS DIGITAL
- UX
- CUSTOMER EXPERIENCE
- PUBLIC AFFAIRS
- HEALTHCARE

What Makes Us Different



CITIZENS

PUBLIC AFFAIRS

- Public policy improvement
- International social research
- Political & public opinion polling
- Global Advisor
- Trends and syndicated studies

EMPLOYEE RELATIONSHIP
MANAGEMENT



DOCTORS
& PATIENTS

HEALTHCARE

- Custom research
- Syndicated services
- Market access & Health Economics and Outcomes Research (HEOR)
- Advisory services
- Center of expertise
- Real world evidence

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- OBSERVER & IPSOS DIGITAL
- UX
- CUSTOMER EXPERIENCE
- PUBLIC AFFAIRS
- HEALTHCARE

What Makes Us Different



IPSOS KOREA

Ipsos is full of curiosity about
people and society,
and about brands and markets.

We navigate the changing world
faster and more accurately to deliver
the best insights to help our clients make
smarter decisions for their growth.



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- HEALTHCARE

What Makes Us Different

A GLOBAL LEADER IN MARKET RESEARCH

SERVICE OVERVIEW



Proposing action strategies based on rich understanding of market and consumers

MSU contributes to finding and boosting customer growth opportunities through strategic recommendations based on markets, consumers, and shopper insights.

MSU is a one-of-a-kind business partner that knows how to look beyond the numbers. We always think outside the box, while also understanding the issues and the risks, thus providing analysis that is sound and logical.

KEY VALUE TO CLIENT

공택원 본부장 taekwon.kong@ipsos.com

MARKET STRATEGY & UNDERSTANDING

Diverse and differentiated research approaches

MSU draws upon a variety of differentiated research methods, including consumer U&A, market segmentation, market structure analysis, brand differentiation analysis, mental structure analysis, online/offline purchase life path, omnichannel analysis, e-commerce purchase behavior analysis, and many more.

Strategic recommendations and solutions for your issues

In response to the business issues that our clients experience, we strive to provide strategic suggestions and solutions based on market and customer insights, such as opportunities in new/existing markets, market entry strategies (GTM), brand portfolios, purchasing strategies, and channel operation strategies. It is our goal to ultimately help our customers obtain growth opportunities by offering answers that are both timely and effective.

Market Structure



Brand Positioning



Shopper Journey



Advisory Services



KEY SERVICES

Efficient analysis of social data and big data using Ipsos’ unique know-how

The more data there is, the more difficult it becomes to discover the hidden meaning within it. AI or machine learning are mere tools, and it is up to the researcher’s point of view, interpretation, and insight to utilize them to the best of their ability. The goal of Ipsos Synthesio is not to simply analyze social/big data. Our goal is to fuse our technological prowess and keen insight to constructively respond to the client’s business question.

Social data is not derived from asking the questions of the manufacturer; rather, it is based on ‘consumer topics’ that involve matters that real consumers are interested in and actively express in their daily lives.

Such consumer topics are analyzed by researchers, not data engineers, and the goal of Synthesio is to provide valuable insights that are discovered through social data.

SOCIAL INTELLIGENCE

Uncovers insights that are hidden within consumer opinions on social media. By combining cutting-edge social listening technology and proven methods of research, it is possible to quickly and cost-effectively obtain new insights on industries, products, and brands.

BIG DATA MODELING

Analyzes various forms of big data (CRM data, log data, etc.) through non-traditional analysis methods that involve technologies such as AI and machine learning. We can analyze the brand loyalty of all members of a platform by surveying just a few, segment hundreds of thousands of customers based on their purchase data, and even predict future growth potential of certain trends by looking into social data.

SYNTHESIO

KEY SERVICES

SOCIAL INTELLIGENCE
Listen to Consumers in Real Time

BIG DATA MODELING
Forecast Trend, Customer Behavior and Attitude

KEY VALUE TO CLIENT
박명호 팀장 myongho.park@ipsos.com

Providing integrated research and consulting services to solve business issues and develop future services

As the advisory service organization of Ipsos, Strategy3 provides clear and objective information to ensure that customers are well-informed on which business directions they must follow.

We play a vital part in helping our customers establish new businesses or design practical action plans for entering new markets.

Strategy3 (Advisory Service)

Identifying customers
that are appropriate
for your brand and
measuring their
behavior



Customer

Market



Providing optimal
information on major
markets and channel
dynamics that you
need to know now

Seeking the best
brand positioning
methods for
customers and
employees alike



Brand

Innovation



Exploring innovative
pipelines to ensure
sustainable
growth

Understanding the
volatility of the
current age and
identifying long-term
success methods
through future
predictions



Future

KEY SERVICES

A qualitative solution that provides integrated insight through in-depth exploration

Ipsos UU actively utilizes new technologies and digital tools to understand the context of consumers' lives, attitudes, and emotions. We actively share various solutions and experiences around the world in real time.

KEY VALUE TO CLIENT

김혜승 본부장 hyeseung.kim@ipsos.com

Bringing Life To Life

"People may think of particular brands, but they feel them in their daily lives."

"We know that human thinking mechanisms are handled automatically and unconsciously."

"When analyzing results, powerful insights can be generated with the proper use of evolving technologies and digital tools."

Ipsos understands various contexts of consumers' lives, attitudes, and emotions. UU's research goes beyond simply finding fragmentary information, instead aiming to inspire customers and brands by interpreting them according to the context of each culture and region.

With more than 1,000 qualitative research experts in 89 countries around the world, Ipsos UU is the largest qualitative research group in the research industry. We actively utilize new technologies and digital tools to understand consumers' lives, attitudes, and emotions in detail, and we share various solutions and experiences around the world in real time

KEY SERVICES

Intuitive and
contextual
interpretation by
experienced qualitative
researchers



**Providing
Insights**

Analytical Tool



Globally verified
motivation solutions
and analysis
methods

Providing modules
such as workshops
to consider and
activate customer
strategies together



**Strategic
Activation**

Insight Activation



Insight Cloud that can be
accessed anytime,
anywhere for derived
insights

Providing innovation guides easily and quickly, from ideas to product testing

Ipsos Innovation strives to identify, validate, optimize, and predict the business potential of products and packaging, services, and new business models.

KEY VALUE TO CLIENT

양현서 본부장 hyunseo.yang@ipsos.com

INNOVATION

REAL PEOPLE + REAL BEHAVIOR = REAL SUCCESS

We support 'REAL SUCCESS' from idea validation to future market potential based on consumer behavioral science. With new categories and distribution shifts, and more demanding consumers, leading the industry means being faster to recognize opportunities, and more agile in bringing those opportunities to market. Ipsos provides the accurate information for real market conditions based on consumer behavioral science.

KEY SERVICES

Providing strategic
advisory
services
to prepare for
new innovations



Innovation Advisory

Idea Development



Providing business
portfolio through
idea/concept
evaluation

Providing product
portfolio through
idea/concept
evaluation



Concept Formulation

Product Optimization



Diagnose market
competitiveness
and provide
direction for
quality
improvement

Forecasting
demand and
providing post-
launch
performance based
on understanding
of consumer &
market



Forecasting & Validation

Providing integrated solutions from developing advertising concepts to evaluating advertisements and analyzing performance

Ipsos Creative Excellence possesses standardized study philosophy and technology in 88 countries around the world. We conduct 7,500 projects annually and have carried out more than 95,000 projects over the past 50 years.

KEY VALUE TO CLIENT
김연미 본부장 yeonmi.kim@ipsos.com

CREATIVE EXCELLENCE

Well-made advertising leads to brand success in the marketplace. Ipsos Creative Excellence specializes in advertising and media effectiveness research, providing specialized solutions that span across the entire advertising production process, starting from concept development, to on-air pre-creative evaluation, verification of advertising effectiveness after on-air, media mix, etc.

Creative Development



Screening high-performing advertising concepts in the market by evaluating advertising/campaign ideas and early-stage advertising materials

Advertisements are evaluated with objective diagnosis (norm DB, facial coding, etc.) before going on air, and optimal advertisement plans and improvement guidelines are presented



Creative Assessment

Creative In-Market



Post-performance verification of communication activities executed by various media platforms such as TV, digital, radio, newspaper, word of mouth, etc., and identification of media mix and marketing ROI effects

KEY SERVICES

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CUSTOMER EXPERIENCE

PUBLIC AFFAIRS

HEALTHCARE

What Makes Us Different

Accurate diagnosis, optimal prescription and solutions to grow your brand

Provides a deeper, more in-depth analysis of your brand insights to help you strategize to become a leading brand in your market

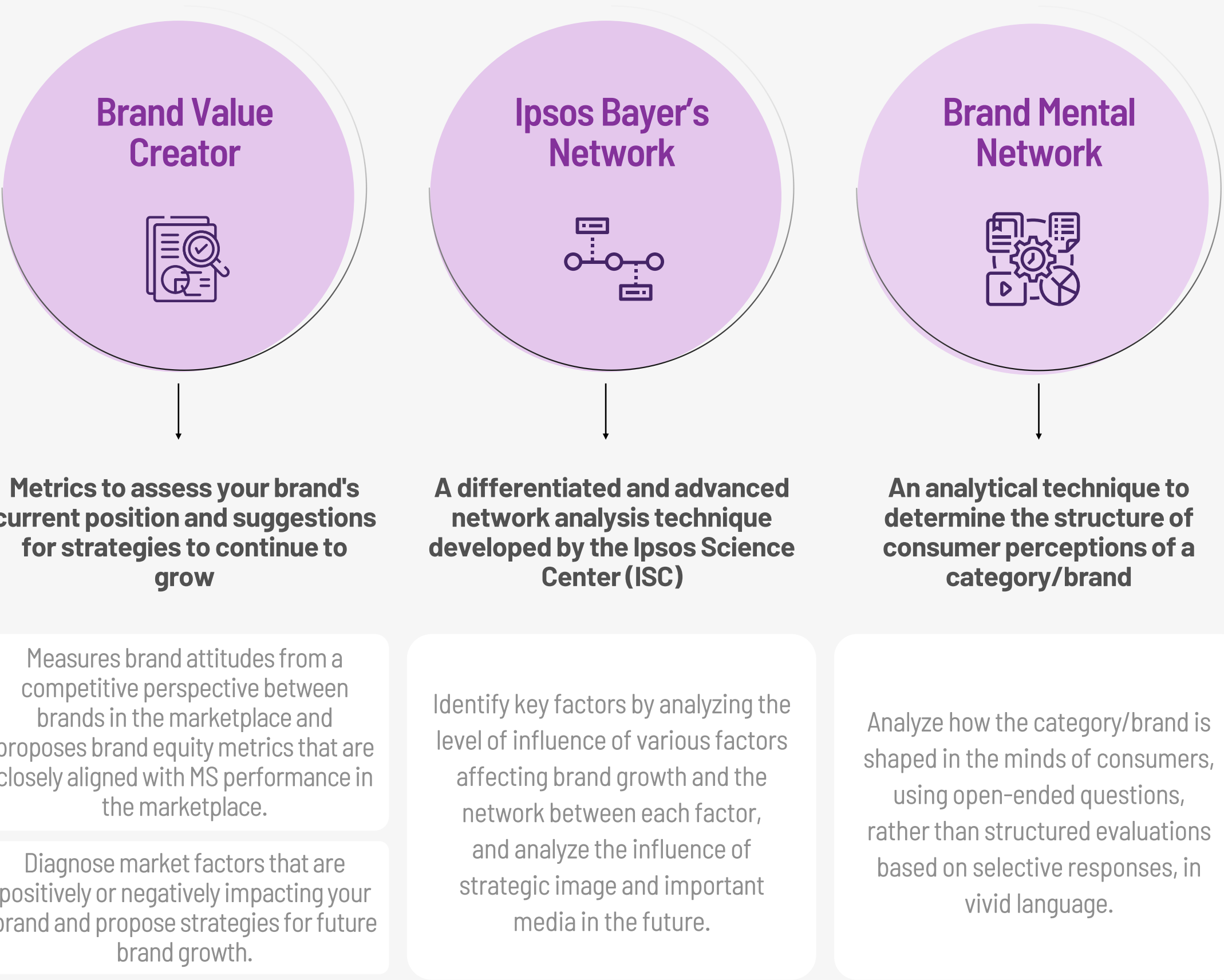
KEY VALUE TO CLIENT

김연미 본부장 yeonmi.kim@ipsos.com

BRAND HEALTH TRACKING

Brand Health Tracking helps you efficiently manage your brand's growth journey, suggesting management measures to help your brand grow. By integrating various types of data, it provides solutions for brand marketing activities needed to achieve goals, including setting goals for brand growth and monitoring communication activities.

KEY SERVICES



Solutions for promoting sales conversion in B2B/B2C channels

We work with customers to understand the contextual opportunities and consumer shopping behaviors and attitudes of online and offline channels based on your experience and purchase journey, evaluate purchase and service experience, contact point utilization and effectiveness, and promote sales conversion through various channels.

KEY VALUE TO CLIENT

주희연 본부장 heeyeon.joo@ipsos.com

CHANNEL PERFORMANCE (CHP)

Channel Performance does exactly what it says – CHP helps you Size, Measure, and Drive improved performance across your sales channels – physical locations, call centers, digital, and omnichannel. We help you size your distribution channels, measure execution on brand promises or staff training programs, and make sure you drive executional compliance and sales conversion.

Ipsos CHP does this with five interconnected solutions: Channel Sizing, Shopper Insight, Virtual Testing, Execution Measurement, and Mystery Shopping. These work together to help you to better understand the moments where you interact with your customers, and to help you to identify and to correct performance gaps. Ipsos CHP provides you with opportunities to drive sales growth.

KEY SOLUTIONS



Ipsos Online, ever-evolving offline data collection platform

In the current market, data is becoming increasingly important as key business decisions need to be made swiftly. Observer & Ipsos Digital promises to deliver reliable data in a timely manner to keep our clients at the top of the field. Our dedicated research team will provide essential support and deliver world-class results, always making sure to maintain the best quality of data at the most reasonable cost.

KEY VALUE TO CLIENT
최문성 그룹장 moonseong.choi@ipsos.com

OBSERVER & IPSOS DIGITAL

Observer & Ipsos Digital is an Ipsos service line that specializes in survey management, data collection, and data delivery. Our services are suitable for customers who seek reliable data over analysis or suggestions.

We conduct surveys of real consumers and businesses in all markets around the world and provide the fastest results. Through the Ipsos FastFacts tool, we offer a 24/7 DIY platform that allows you to build your own surveys, along with advanced support services for those who require collaboration with researchers.

Expert Support



Global professional researchers can help you obtain accurate, fast, and economical data in a timely manner

Generates results within a few hours based on the definition and size of the survey



Promptness & Timeliness

Most Reliable Data Quality



Strict respondent management for global data quality guaranteed through QC programs after survey

KEY SERVICES

Ipsos approach to user-centered design

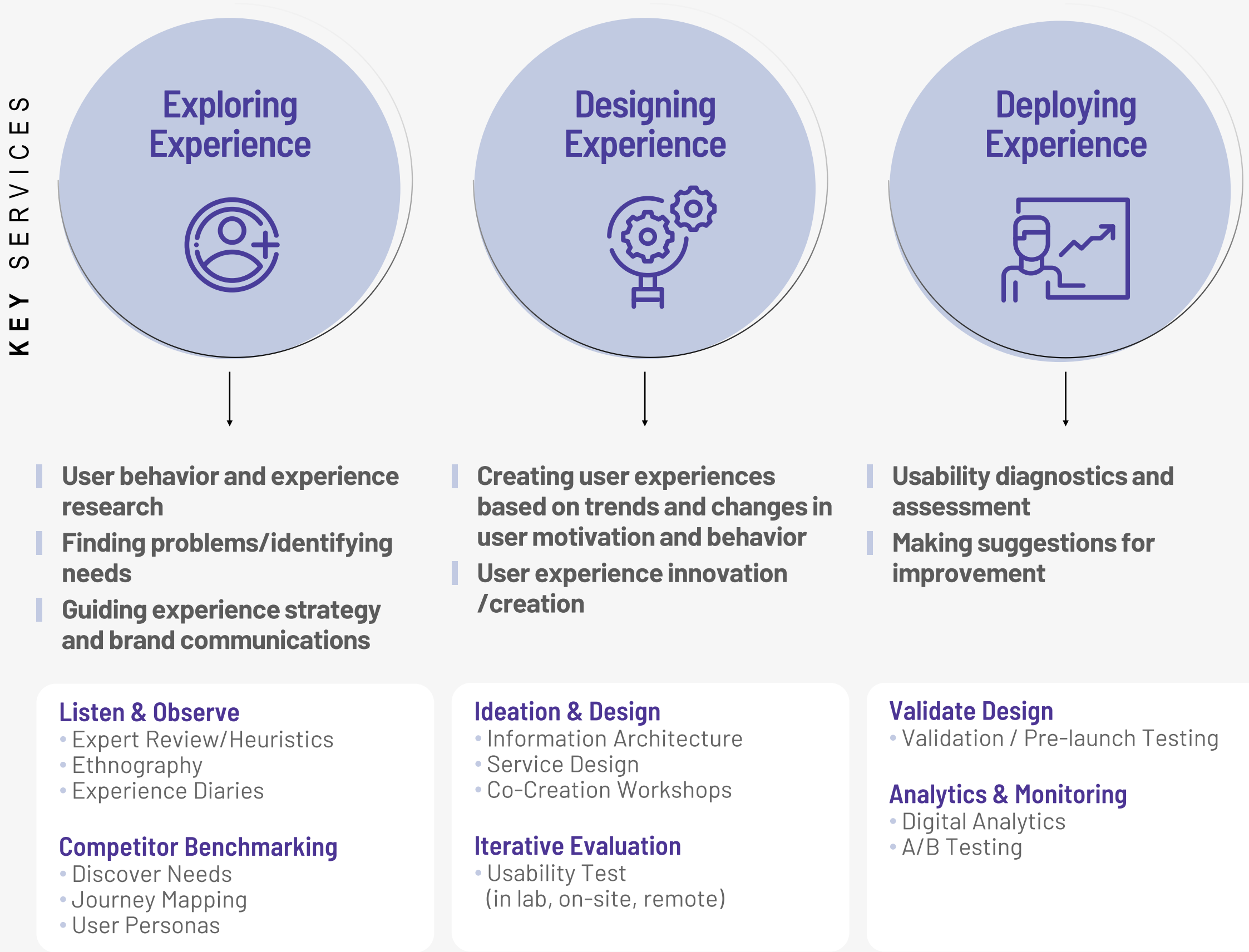
From exploring user experience needs to designing ideal experiences to usability testing. Ipsos UX helps you make your product/service development more user-centered.

KEY VALUE TO CLIENT
이주옥 본부장 juock.lee@ipsos.com

In a business and life environment where everything is digital, UX has become the new worldview. The role of UX research in this new worldview is to diagnose and evaluate the state of the enterprise from a user experience perspective and propose future consumer experience strategies for the enterprise.

To raise the bar on this growing body of UX research, Ipsos UX is building an independent team, deploying experts with a mix of academic backgrounds and practical know-how, and establishing a research facility, the Behavioral Lab, to apply a variety of methodologies.

With nearly 150 expert UX researchers on a global basis, working on more than 4500 user research projects, we have the expertise to help you create successful customer experiences.



Efficient CX performance management methods to maximize return on investment (ROI) in customer experience management

Based on world-renowned solutions, Ipsos CX provides the data and insights needed to measure optimal customer experience performance. We develop actionable management strategies to help maximize client experience return (ROI).

KEY VALUE TO CLIENT
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CUSTOMER EXPERIENCE

Ipsos CX provides optimal consulting services on maintaining a sustainable and robust "customer-brand" relationship in line with changing market environments. We help our clients achieve the highest utility in terms of customer experience management and customer experience investment.

1,000 CX experts in more than 60 countries around the world closely work with companies to effectively manage customer experience within the rapidly changing global market environment. Our clients are also able to benchmark and discover new opportunities to actively respond to shifting contexts and trends.

Ipsos' global solution of 'enhancing customer experience and loyalty' has proven its expertise by appearing in the Harvard Business Review and many other prestigious international journal awards.



Policy demand and evaluation surveys, public service satisfaction surveys, public PR and communication, various social status surveys, public opinion polls

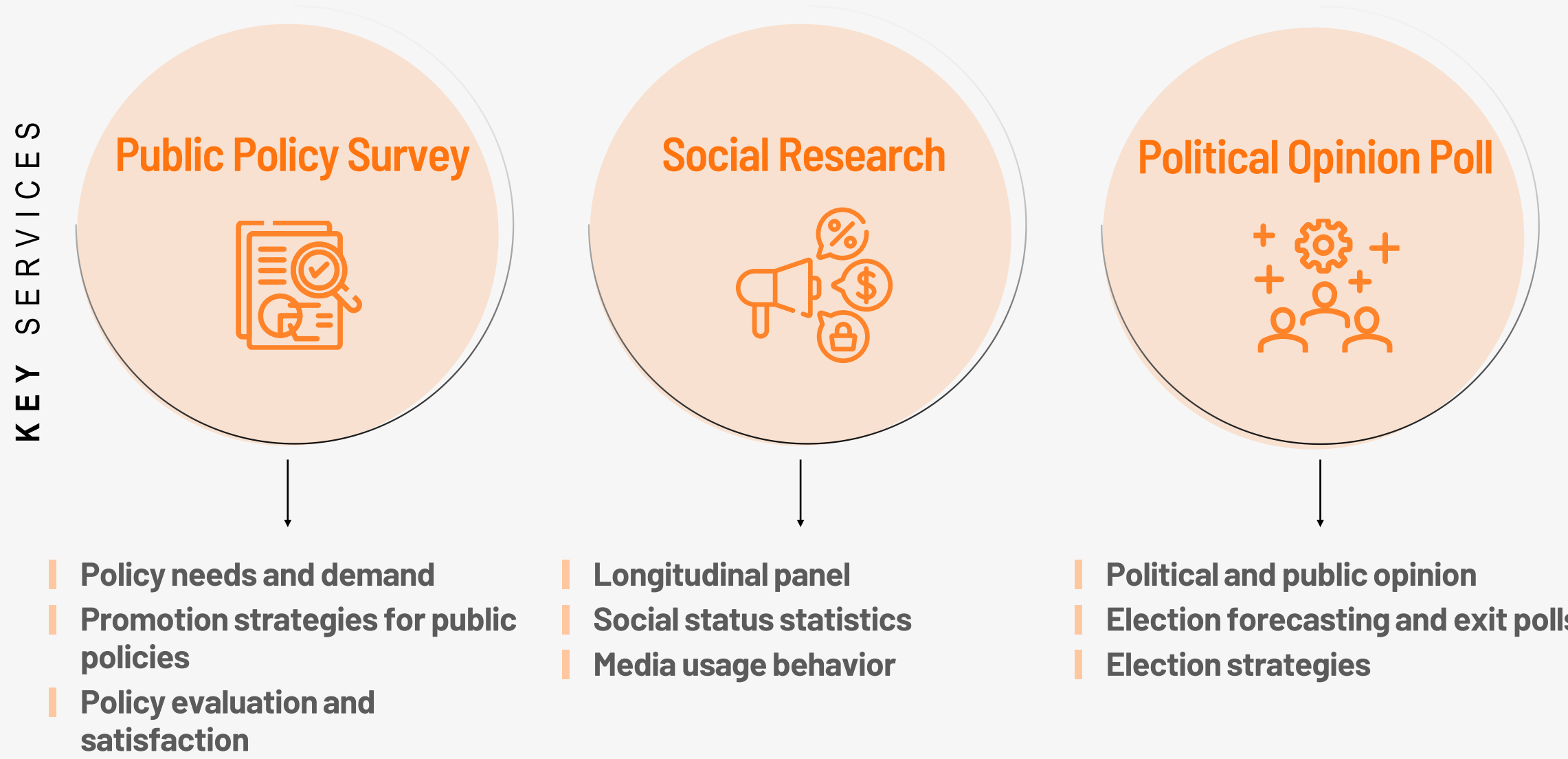
Policy demand and evaluation survey, public service satisfaction survey, public PR and communication, various social status surveys, public opinion polls

KEY VALUE TO CLIENT

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PUBLIC AFFAIRS

Ipsos Public Affairs is a highly acclaimed advisor that is trusted by public sector customers all around the world. We offer various research methodologies to swiftly track the changing flow of public opinion, and we always strive to provide professional and intuitive insights.



Providing useful data for policymaking, policy enforcement and evaluation based on evidence using years of know-how and latest research techniques		
Promoting public policies	Performance management and improvement of public services	Demand and evaluation of policies/programs
International relations and external perception	Public communication strategies for shifting behavior	Social and public marketing
Social status and media usage behavior	Public and expert opinions Election polls and exit polls	Monitoring social trends and pending issues

Providing professional services in all healthcare-related areas, including pharmaceuticals, bio, medical devices and medical services

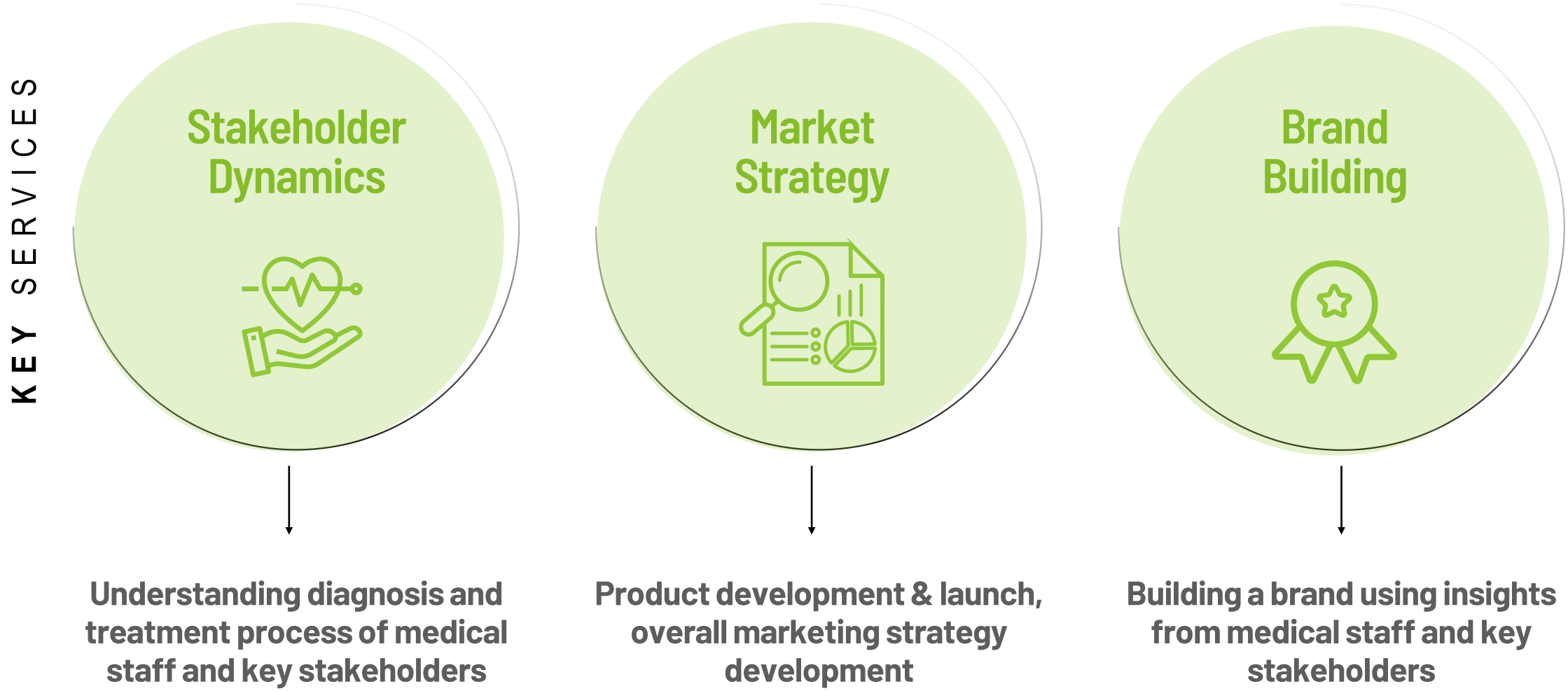
Ipsos Healthcare is dedicated to understanding the motivations, behavior, and influences within the global healthcare industry. We strive to be a vital market research and consulting partner for pharmaceutical, biotech, and medical device companies in building successful brands and optimizing sales potential.

KEY VALUE TO CLIENT

김진경 본부장 Jinkyung.kim@ipsos.com

HEALTHCARE

Ipsos Healthcare is a specialized service line that operates on the expertise of healthcare market research professionals. Our researchers offer extensive experience and understanding of the decision-making process, motivations, and mutual influence of government and various stakeholders that play a part in the growth of your business. Our goal is to be an invaluable partner to help you build a successful brand and achieve top sales growth in the pharmaceutical, biotechnology, and medical device industries. More than 500 healthcare market research experts in 40 countries around the world conduct customized research based on the latest techniques, and we also offer top-tier syndicated research services.



	Syndicated Therapy Monitors Covering 20+ Disease States		Dedicated Market Access Team
	Commercial Strategy And Forecasting Team		Medical Technology Teams
	Therapeutic Expert Teams		Award Wining Frameworks On Brand Equity & The Buying Process
	Dedicated Custom QUAL & QUANT Teams		Advanced Analytics

5 CORE VALUES BRING US TOGETHER

IPSOS. DIGITAL PLATFORM

All our DIY/assisted solutions answer specific needs and provide you with complete control over the project. You will be able to see results in a matter of hours.

InnoTest & Duel
Creative | Spark
Creative | Spark Digital
FastFacts

GLOBAL SCIENCE ORGANIZATION

Gain a deeper understanding of consumer behavior and decision-making through machine learning, big data analytics and modeling, and more.

Database planning and management for large-scale surveys (tracking surveys or multi-country surveys)

Specializes in multivariate statistical analysis of survey data and internal and external data to perform a variety of Advanced Data|Analysis.

Segmentation
Modeling
Conjoint
Pricing
Forecasting

SOCIAL INTELLIGENCE ANALYTICS

Social listening by Synthesio

Social media mining & data science

Social media research & insight services

ACCESS TO RESPONDENTS

Access panels in over 100+ countries

Proprietary panels in 65 countries

27 M+ interviews online

16 M+ interviews offline

IPSOS KNOWLEDGE CENTER

Responsible for secondary source research, desk research, and client information services, advising on analytical direction and providing market and business intelligence from project design through to analysis

Provide business insights, market knowledge, and trend research through in-depth analysis of political/economic, social/cultural, lifestyle/consumption trends, media behavior, as well as the status and changes in specific markets/industries.

Provide continuous monitoring of business trends and changes for key customers/industries

IPSOS
Marketing Research &
Consulting

Introduction

CEO's Message

About Ipsos

Independent Business
Service Lines

- SERVICE OVERVIEW
- MARKET STRATEGY & UNDERSTANDING
- SYNTHESIO
- STRATEGY3
- UU
- INNOVATION
- CREATIVE EXCELLENCE
- BRAND HEALTH TRACKING
- CHANNEL PERFORMANCE
- OBSERVER & IPSOS DIGITAL
- UX
- CUSTOMER EXPERIENCE
- PUBLIC AFFAIRS
- HEALTHCARE

What Makes Us Different

WHAT MAKES US DIFFERENT

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PUBLIC AFFAIRS

HEALTHCARE

What Makes Us Different

Quality Control Assurance

International Standard for
Market, Opinion, and Social
Research

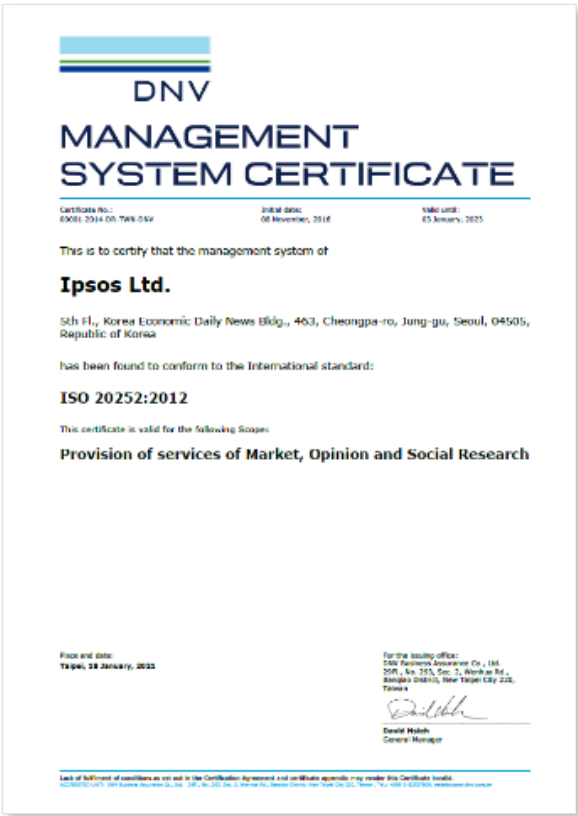
ISO 20252

Ipsos provides reliable research services in accordance with the ISO 20252 standard (Market, Opinion, and Social Research) as certified by the International Organization for Standardization (ISO).

Benefits of ISO 20252 Certification

Internationally recognized quality management systems:
Quality standards for all processes in the field of investigation, such as research design, data collection, data processing, analysis, and reporting

- Risk management: Minimizing exposure to risks caused by errors and mistakes
- Client reliability/satisfaction: Delivering data quality/services that are consistent and reliable
- Global business opportunities: Providing expert information on specific industries
- Personal information protection: Operating business processes in compliance with the Personal Information Protection Act

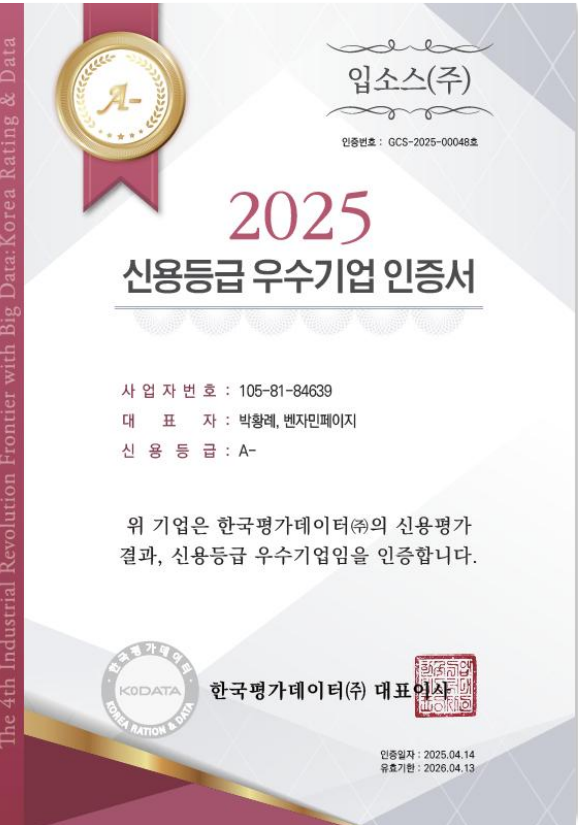


Credit Assessment

Excellent Credit Rating Company

Korea
Ration & Data

Ipsos is certified as a company with credit rating excellence by KODATA.



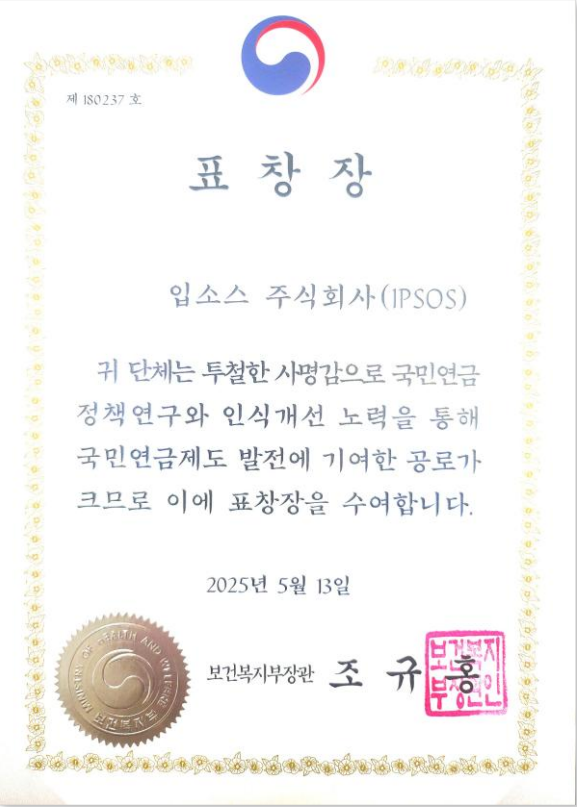
Trusted Partner

Hosted by the National Pension Service

National Policy Research Award

2025 Minister of Health and Welfare Commendation

Awarded in recognition of Ipsos’ contribution to the development of Korea’s national pension system through the Korea Retirement and Income Study (KReIS), conducted for the National Pension Service.



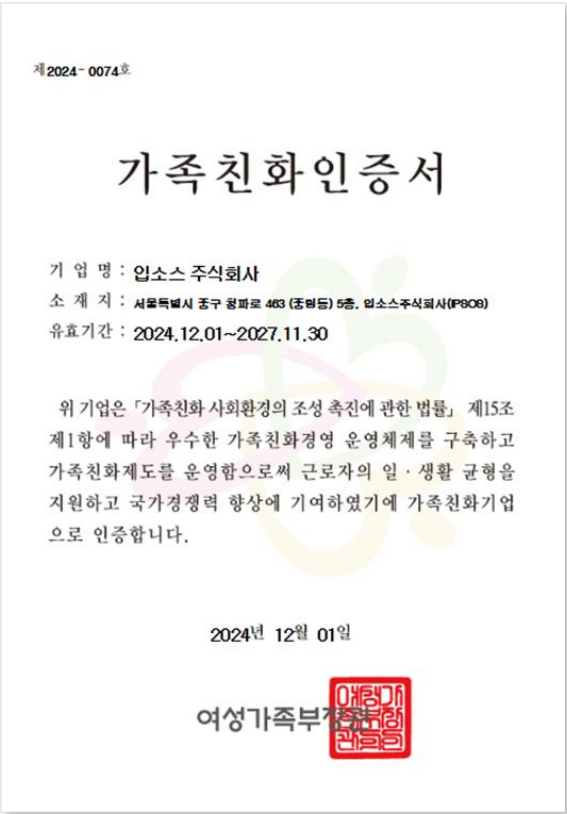
Family-Friendly Company

Organized by the Ministry of Gender
Equality and Family

Family-Friendly Company Certification

Accredited by the Ministry of Gender Equality and Family for exemplary practices in work-life balance, including parental support programs, flexible working arrangements, and a family-friendly culture.

Ipsos remains committed to fostering a workplace that supports employees in achieving a healthy balance between work and personal life.



Quality Control Assurance

Focus on Data Credibility

Our Quality Control division is independent from our Data Collection team to ensure objectivity, and our QC standards are applied to all our Operations partners.

FACE TO FACE CLT / CAPI / D2D	TELEPHONE INTERVIEWS
- Ensuring data credibility and improved fieldwork control via iField - Onsite visits by 20% of QC/supervisors - Checking 100% of screening criteria Adoption of internationally recognized quality management system processes: quality standards for all aspects of research, including survey design, data collection, data processing, analysis and reporting	- Validation with real-time monitoring in 10-15% of QCs100% - CATI call transcription Validating online monitoring for phone interviews
QUALITATIVE FGD / IDI	ONLINE
100% screener validation by SV staff Verify 100% of respondents by listening to phone contacts and call logs	Programming - Comparable test samples - Checking visual test data and soft launch data - Reviewing logic of soft launch data DURING : Monitoring volume of quits POST: Collecting internet data metrics (i.e. duration, quits, domain name analysis)

Quality Control Assurance

Powerful Information Security
Management System

Information System Management that Builds Trust with Clients

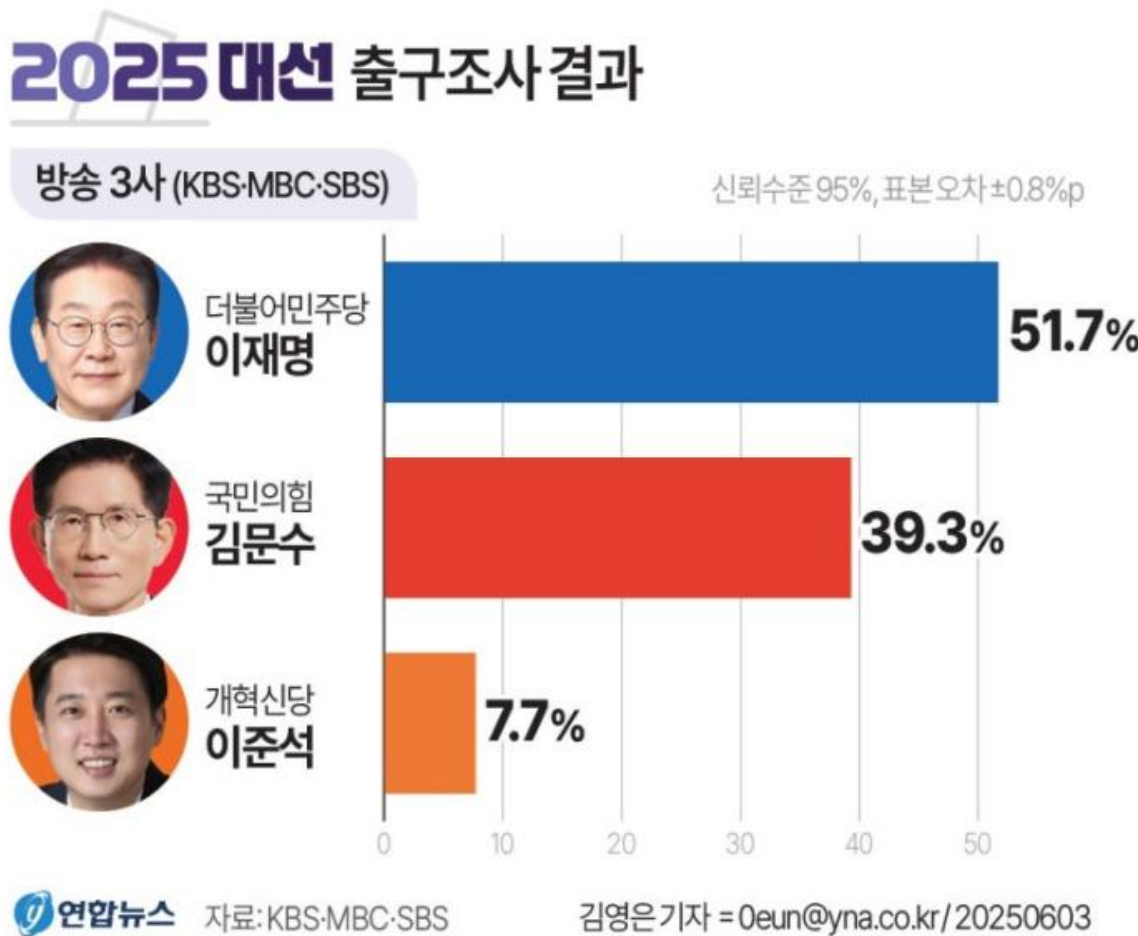
Ipsos understands the importance of data and information management. In 2013, we became the first market research company in Korea to develop our own exclusive company-wide information management system. Not only does our system manage information effectively, it also strictly adheres to personal information protection laws. It is a proactive system that securely shares, manages, and disposes of electronic and printed documents that may contain any important information that requires security and confidentiality.
Electronic File Management
- Important files collected from fieldwork (e.g., surveys, reports, analysis documents, etc.) - Restricted access to Intranet - Strengthening traceability through access/log history management - Maintaining and managing important files and user history - Important files received from clients (e.g., personal information, confidential documents, etc.) All employees are obligated to use the Ipsos internal electronic file management system. Failure to do so will result in legal liability for those who become involved in incidents that occur due to non-utilization of the system.
Printout Management
Printed documents that contain sensitive client information and confidential personal information (e.g., SSN, address, phone number, etc.) Developed to manage specific electronic documents and printouts. In case of personal information disclosure due to negligence, informant(s) will be held liable.

Quality Control Assurance

Ipsos' election forecasting and public opinion surveys

Ipsos, election forecasting partner
of the three terrestrial broadcasters (KBS, MBC, SBS)

[지상파방송3사 2025년 21대 대통령 선거 공동출구조사]



Ipsos is the election forecasting partner of the three major broadcasters (KBS, MBC, SBS) and has conducted joint exit polls with them in every public election.

In the 21st presidential election in 2025, joint exit poll accurately predicted the victory of President Lee Jae-myung, demonstrating to the public the reliability and field expertise of Ipsos surveys.

Dedicated public opinion polling partner of 



Ipsos is the dedicated polling partner of terrestrial broadcaster SBS and is recognized as a leading public opinion research organization. Currently, a joint SBS-Ipsos public opinion survey is conducted regularly and the results are published on SBS News.

Quality Control Assurance

FACILITIES CAPI & CATI

CAPI (Computer-aided Personal Interview) 460 units total

- Tablet PC: 400 / Laptop: 60
- iField Solution: Providing high quality data and project management through GPS interlock and voice recording
- Output is provided in the shortest time after due diligence is completed (Basic cross tabulation draft can be provided within 4 hours)

CATI (Computer-aided Telephone Interview) 55 seats, expandable to 125 seats

- Real-time monitoring and recording systems

CLT, Gang Survey Rooms

- Can conduct two sessions simultaneously



Quality Control Assurance

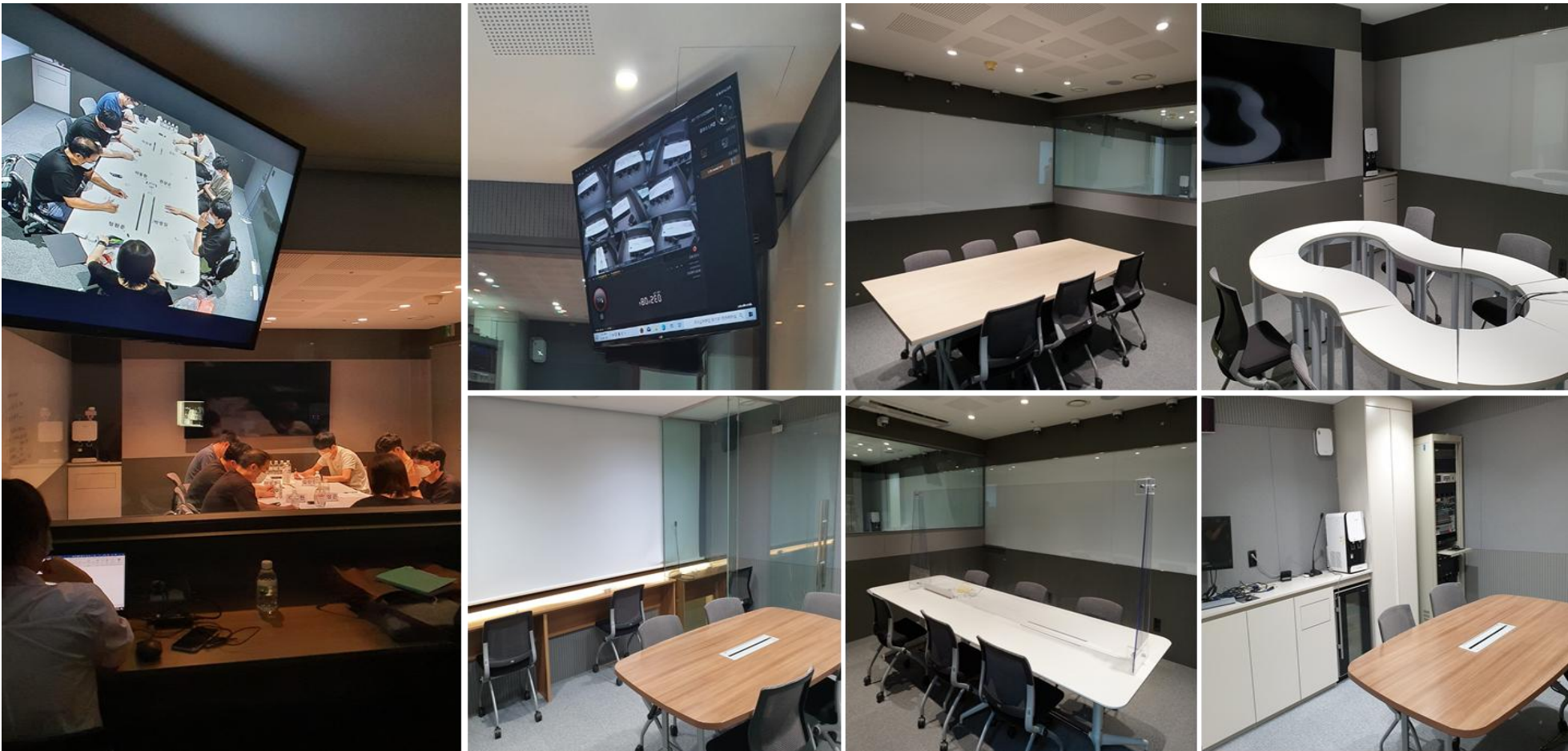
Facilities Gang Survey Room & Multi Functional Lounge

Customizable space for the evaluation of large products (TVs, refrigerators)
Can accommodate simultaneous survey of up to 100 respondents
Includes facilities for taste test studies
Space for 100+ respondents simultaneously
Possible to shorten the required the research time



Facilities Focus Group Discussion Room

Suitable for online/offline discussions and UX research
Offers live streaming for real time FGDs and in-depth interviews
Includes cameras that allow for individual observation of up to 6 attendees
Simultaneous interpretation booth



Quality Control Assurance

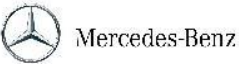
Our Clients

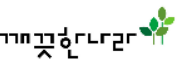




















BE SURE. GO FURTHER.



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FOLLOW US [in https://kr.linkedin.com/company/ipsos-korea](https://kr.linkedin.com/company/ipsos-korea) <https://www.instagram.com/ipsos.korea/>

GAME CHANGERS



THANK YOU

Ipsos' projects shall be carried out in accordance with the ESOMAR/KORA Code of Ethics and in compliance with ISO 20252 Standard.

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