

# CONSUMER DIP?

DEEP IMMERSION PROGRAM

Ipsos 

# CONNECT YOUR TEAMS TO YOUR CUSTOMER'S REAL LIFE Ipsos UU

There is no substitute for seeing for yourself and building empathy with your clients to get inspiration

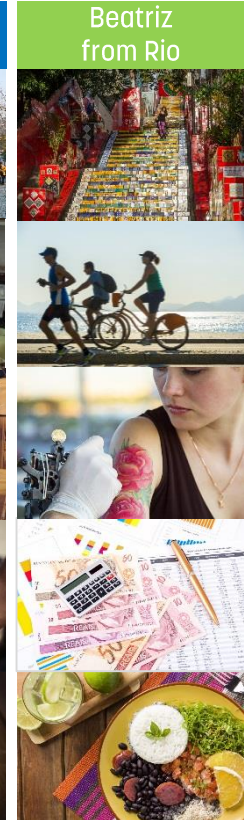
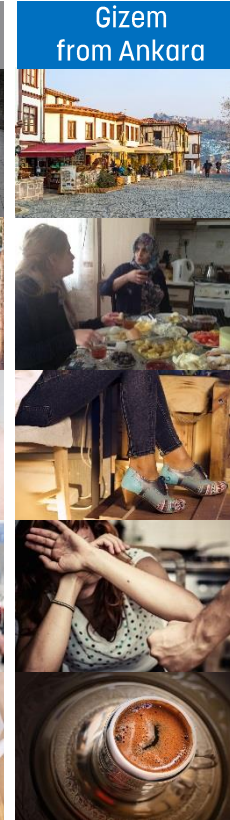
See where your clients live

Observe their routines

Feel what they enjoy...

... and what they hate

Smell what they like to eat



# YOU OBSERVE, WE FACILITATE



## YOU...

**Decide the profile of consumers you want to meet** wherever in the world

**Build your team (5 to 50)** from any discipline: Senior Managers, Consumer Insights, Marketing, R&D, ...

**Spend time with real people, build empathy, get inspiration**

## WE...

**Create and organize bespoke encounters** that will bring consumers' life to life

**Share best practice and leverage technology** for you to make the most out of the event

**Help you capture insights** across several encounters

# WHAT'S NEW?



**TRANSFORMATIONAL  
PROGRAMS**



**CREATIVE  
FORMATS**



**ADDED VALUE  
SERVICES**

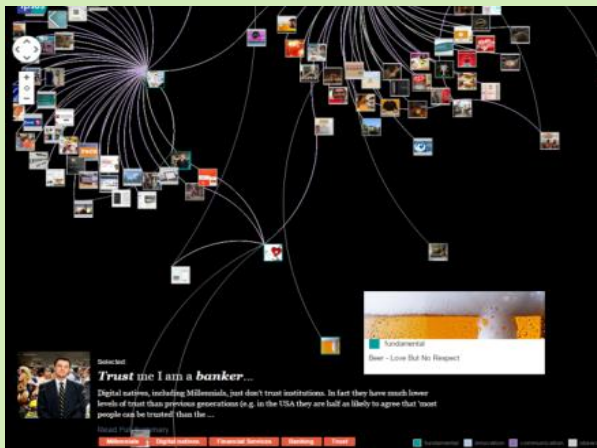




WHAT'S NEW?

# TRANSFORMATIONAL PROGRAMS

Instead of one-off encounters for a few team-members, we are now proposing profound transformational programs for your company:



Long term programs

Easy to activate at any moment of the year by any decision-maker from anywhere, via customized pre-formatted request forms and fixed rate cards

Teams of diverse disciplines (marketing, sales, R&D, ...) are invited to share the same experience, each bringing its own vision

Teams are then invited to translate their experience into consumer insights

We provide a dedicated collaboration platform to connect insights across teams and events

**No relevant innovation, No inspiring communications can be developed without empathy !**



WHAT'S NEW?

Ipsos 

# CREATIVE FORMATS

## IMMERSION MISSIONS



Client team was invited to put on cleaning gloves & let consumers guide them through the real cleaning process of their kitchen.

## SIMULATED EVENTS



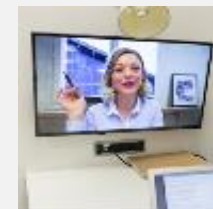
Ipsos recruited pregnant women who were at least 4 months into their pregnancy and organized a simulated baby shower party for them.

## STORE TREKS



Mini groups of 3-4 shoppers were taken to visit several different store types to look for inspiration on how to best display the category. Debriefing took place between store drives.

## CO-BROWSING



Pet owners were asked to show how they would browse the web to look for information and products in pre-defined scenarios. Client team was able to directly observe and interact with consumers.

## CASE STUDIES



WHAT'S NEW?

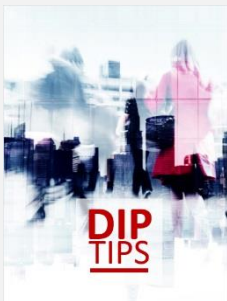
## ADDED VALUE SERVICES

customized to your needs

### BEFORE THE EVENT

#### DIP Tips

We distribute a Do's and don'ts brochure to ensure you get the most out of consumers



### DURING THE EVENT

**Mobile app** to capture observations on site



#### Experts to go with you

- Simultaneous translator
- Ethnographic expert
- Videographer



### AFTER THE EVENT

**Insight Cloud** to translate observations into insights



**Workshop** to activate learnings



**Community** to stay in touch with the consumers you met



# WHY IPSOS?



## GLOBAL REACH

One of the world's largest research agencies with **over 80 offices worldwide**



## EXPERTISE

We have done **more than 100 DIP events** across the globe in many product categories

*"So meaningful – now a ton of work to change just about everything we do!"*  
– Lead Marketing Client, Jewelry

*"Teams are super happy. It's a pleasure to work with you"*  
– HR Dir, Beauty care

*"Every year we validate that this program provides collaborators with a fresh perspective to understand our clients. It has always been very productive and this time was an opportunity to identify a very interesting topic we need to further investigate."*  
- Consumer insight, Bank

*"Talking to clients, visiting the places they usually go to is essential to develop empathy with them. Managers are supposed to put clients at the core of their strategies but many have never visited their home or seen where they live. This experience is memorable and enriching, and allows managers to make decisions from what they experienced, not just what they read in a report."*  
- Head of Consumer Insight, Insurance Co

*"Was one of the highlights of the trip in Columbia, so thank you all very much for your organising and being so flexible."*  
- Marketing Dir, Beer company





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