June 2018

The Directory

The full collection of white papers and reports from the Ipsos Knowledge Centre

Ipsos Knowledge Centre

GAME CHANGERS | Ipsos

IPSOS KNOWLEDGE CENTRE: THE DIRECTORY

The *Ipsos Views* programme presents Ipsos' latest thinking and analysis through a series of general and specialist white papers. We also produce reports, country profiles, and the Ipsos Encyclopedia. This interactive document provides direct access to the full range of material available.

TOPICS

1. Consumer & Shopper

2. Customer & Employee Experience

3. Media & Advertising

4. New Methods & Techniques

5. Society & Politics

RESOURCES TO EXPLORE

Ipsos Flair: in-depth reports providing detailed analyses of various countries.

Ipsos Encyclopedia: a unique glossary developed for everyone involved in the practice of market research.

Ipsos Update: our monthly round-up of the latest research and thinking from Ipsos teams around the world.

Ipsos Knowledge Centre

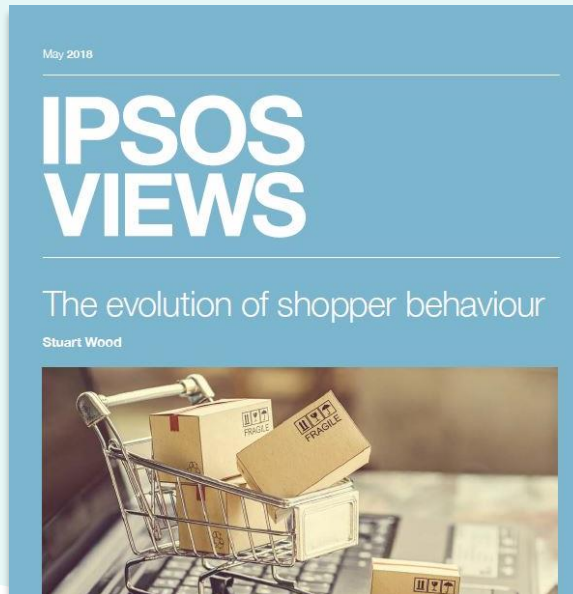**GAME CHANGERS**

CONSUMER
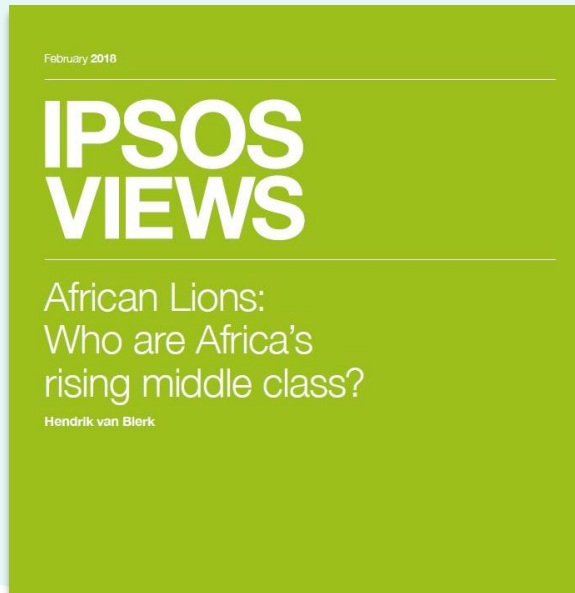# & SHOPPER

Ipsos Knowledge Centre

This white paper looks at five changes we're experiencing in shopper behaviour, why it's happening and reflects on how Ipsos is adapting to the situation.

Understanding and explaining how brands grow is top of mind in the industry. This new thought piece presents our research findings into the importance of 'more people' versus 'more often'

February 2018

IPSOS VIEWS

African Lions: Who are Africa's rising middle class?

Hendrik van Blerk

Does Byron Sharp's Philosophy Work for Innovation?

Helen Wing | Lee Markowitz

Get fair or fail
Why fairness is key to business success

Jean-Francois Damais

Painting a picture of Africa's consumer landscape, this Ipsos Views paper examines topics including household finances, shopping, nutrition, brand relationships and media usage.
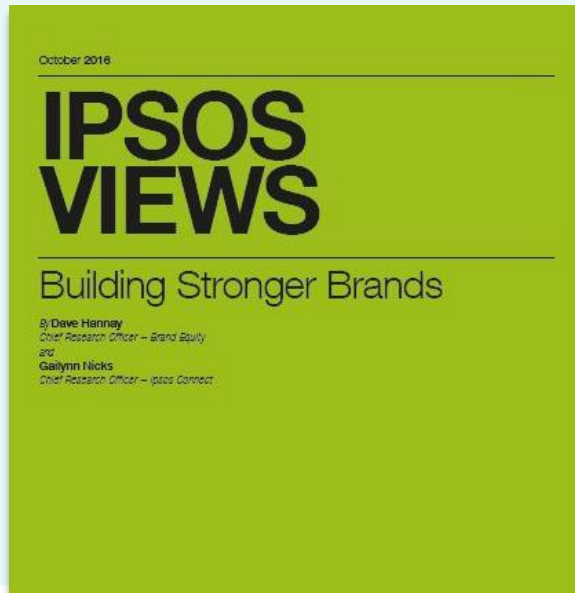
In his book, *How Brands Grow: What Marketers Don't Know*, Byron Sharp asserts that it is penetration growth and not loyalty that is critical to brand success. This white paper finds that Sharp's work cannot blindly be applied to innovations.

This paper explains how to judge what incidents are critical, which customers are expendable and what the most suitable, cost-effective response or intervention will give you a competitive advantage.

Ipsos Knowledge Centre

GAME CHANGERS

October 2016

IPSOS VIEWS

Building Stronger Brands

By Dave Hannay
Chief Research Officer – Brand Equity
and
Gailynn Nicks
Chief Research Officer – Ipsos Connect

Brands Don't Buy Brands - People Do

Douwe Rademaker & Ben Joosen

November 2017

IPSOS VIEWS

Black Friday: The story so far

By Tim Denison

This white paper sets out the definitive Ipsos View on how brands can grow, or halt decline, building on our latest research and thinking. It aims to help clients in their quest to answer the ultimate question: 'What makes a brand successful?'

Businesses want to know how they can grow their brands. This is a simple question with complex answers. And it all starts with understanding people in real life – how they choose brands. We look at how you can influence them to choose your brand more.

A history of this prominent date in the retail calendar. We identify some successes (and failures) experienced along the way, and some thoughts on what the next few years might bring.

Ipsos Knowledge Centre

Incremental versus Monumental Decision-Making
How to Keep Up with the Pace of Business in the New Reality
Douwe Rademaker | Marco Vriens

An Efficient Alternative to Concept Optimization
Lee Markowitz | Lucy Haide Balbuena Robles | Luis Fernando Freixedas Abimerhy

Don't Let Promising Breakthrough Innovations Die
Lee Markowitz

In this white paper, we describe an alternative "incremental" approach to decision-making that's in tune with the pace of business in today's rapidly changing world.

You've narrowed down the best insights, benefits, and reasons to believe to include in your concept. What you need to know is: *which combination* of these elements will yield the greatest consumer appeal? This paper will help you on your way.

Breakthrough innovations are critical to future success because they can yield more than double the returns of non-breakthrough innovations. We look at how to avoid making the wrong choices and missing out on their potential.

Ipsos Knowledge Centre

GAME CHANGERS

#NotaJoke. Branded Entertainment Oscar Style

Eleanor Thornton-Firkin & Leah McTiernan

Branded entertainment made an appearance at the Oscars in 2016. An introduction to the world of branded entertainment and how you can win at it.

Make your brand rock
5 tips to rock your communications using multi-touchpoint campaigns

Arnaud Debia

To succeed, brand communications must reinvent itself to even get a chance to earn people's attention. They need to rock. Literally.

Is Love All That Matters?
It's Complicated

Gillian Drewett

The relationship status between people and their brands should, like human relationships on Facebook, sometimes be labelled "It's complicated". We look at the lessons to be learned from the *Marmite* brand communications heritage.

GAME CHANGERS

Reality check
Drive growth, by understanding the reality of how people choose brands
Keith Glasspoole

Are you leveraging your path to purchase as a path to growth?
Hans Raemdonck

Future-Proof Your Brand
Douwe Rademaker

The pace of technological and social change is bewilderingly fast. In the world of brand and communications, we feel this particularly keenly, with the digital revolution transforming the way that brands seek to connect with people.

To help gain an understanding of today's retail opportunities, we need to define a clear framework of the path to purchase and identify what needs to be influenced to help marketers and retailers develop a successful path to purchase strategy.

In this white paper we discuss a four-step Ipsos Brand Future-Proofing approach to formulate and execute a brand growth strategy in a disrupted category.

Ipsos Knowledge Centre

CUSTOMER & EMPLOYEE EXPERIENCE

Getting Sticky
Emotional attachment and profitable customer relationships

Roger Sant

Here, There and Everywhere

Nicholas Mercurio

The importance of mystery shopping in an omni-channel retail world

Designing a 'Smarter' Mystery Shopping Program
Seven Steps to Success

Nicholas Mercurio and John Fiesta

Brand managers want emotionally attached customers. They know intuitively that an emotional connection is a 'higher level' of relationship; it equates to more valuable customers – customers who stay longer, spend more and recommend the brand to others.

Failing to leverage an omni-channel approach to mystery shopping represents a dangerous "blind spot" that could have costly ramifications – particularly as it relates to reducing customer churn and increasing conversion, satisfaction, sales and lifetime customer value.

Research studies show that brands which put the customer first and deliver a superior experience relative to their competition achieve greater customer loyalty, higher profits and better returns for shareholders. We set out the essential building blocks for a mystery shopping program.

Ipsos Knowledge Centre

Decisions, Decisions
Loretta Chan | Mary DeBisschop

Which text analytics tool is right for you?

Making the Most of Text Analytics
Fiona Moss

Why the automated brain of text analytics still needs a human heart

Getting Started in Text Analytics
Fiona Moss

The questions to ask

So, you have your unstructured data in hand. Now what? How do you get started? There are so many tools out there - which do you use?

This white paper reminds us that most text analytics projects involve a combination of fully automated *and* analyst-driven techniques. The balance between these techniques will depend on the nature of your question.

The number of text analytics tools has proliferated. The market is no longer concerned about accuracy and is more about ensuring the outputs will fit your needs.

Ipsos Knowledge Centre

GAME CHANGERS | Ipsos

‹

Five Top Tips for Successful Text Analytics

Fiona Moss

Avoiding the pitfalls and delivering better insights

Don't Kill the Analyst Just Yet

Jean-François Damais interviewed by Seth Grimes

How Ipsos Loyalty applies text analytics

Drive your results with target-setting analytics

Bharath Vijayendra
Sherri Loweke

›

Successfully unearthing text analytics insights does not need to be complicated. In this paper, we set out some of the potential risks involved in starting a text analytics project, including the best ways to avoid these to ensure the results deliver action-orientated insight.

Text analytics plays a key role in Enterprise Feedback Management (EFM), which is about collecting and reporting customer feedback within organisations in real-time to drive action and growing at a very rapid pace.

The key tenets of the roadmap for target-setting success, addressing the importance the right overall VOC (voice of customer) measures and laying the right foundations.

Ipsos Knowledge Centre

GAME CHANGERS Ipsos

Healing the Pain
Jean-François Damais | Roger Sant

Responding to bad experiences to boost customer loyalty

Smarter Closed Loop Feedback
Jean-François Damais | Roger Sant

Maximise ROI and reduce customer complaints and churn

Are Your Customers Working Too Hard?
Jean-François Damais

Optimise the Customer:Company Effort Ratio to maximise Loyalty
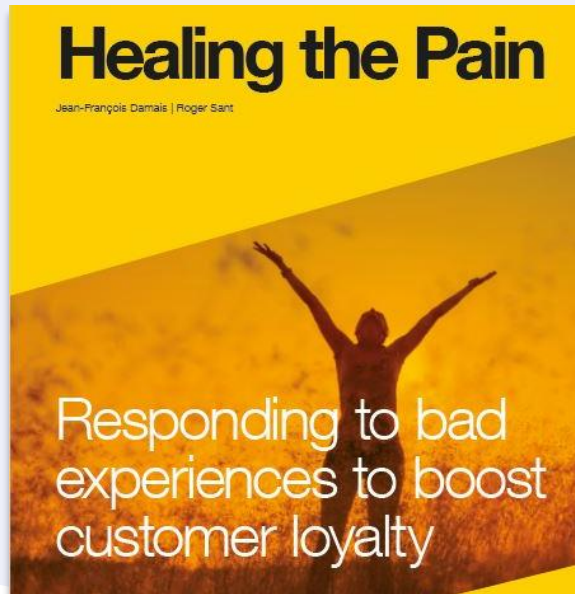
This paper introduces the concept of 'Smarter Closed Loop Feedback', helping companies maximise the ROI of customer feedback programmes. It explores the importance of responding well to bad experiences and looks at how this can actually boost customer loyalty.
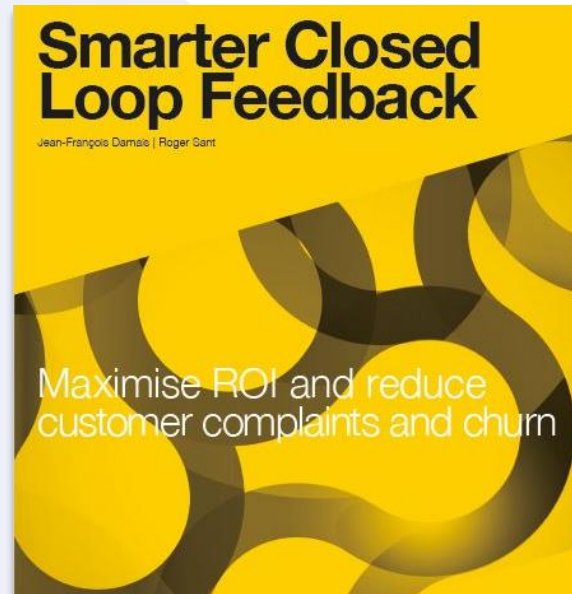
In Smarter Closed Loop Feedback, we explore how to optimise the design of Enterprise Feedback Management (EFM) and Voice of the Customer (VOC) programmes to maximise the ROI and reduce customer complaints and churn.

Ipsos' research has found that over half of customers believe they are working harder than companies to fix problems following a complaint or incident. This white paper outlines what companies need to do to optimise the Customer: Company Effort Ratio to maximise Loyalty.

Ipsos Knowledge Centre

MEDIA
& ADVERTISING

"Moodvertising" during the World Cup – first half

Why is the mood of the crowd so important? How can it influence the ROI of your advertising?

Alan Liberman and Diego Pagura

A dull category doesn't have to mean dull ads:

Transforming adversity into a creative opportunity

Hazel Freeman and Samira Brophy

Viewability Matters

What advertisers need to know about advertising viewability

Phil Shaw

Why is the mood of the crowd so important? How can it influence the ROI of your advertising? In this paper we explore the risks and benefits for the advertisers investing in communications for their brands.

In this thought piece, we unpick the challenge of how to develop creative ads in dull categories, sharing examples of successful ads that have beaten the dull category challenge and setting out a framework for success in transforming adversity into a creative opportunity.

The promise of online advertising was to deliver more relevant, timely and targeted communications for the mutual benefit of consumers and advertisers. It hasn't turned out like that. Yet.

Audience Measurement 5.0
Pushing the Boundaries
Andrew Green

Brand Purpose:
What's the point of you?
Samira Brophy

Getting Brand Assets Right
Leveraging your distinctive brand identity to grow your brand
Steven Naert

In this white paper by Andrew Green, he looks into the five ages of audience measurement, with a focus on the most recent, and the five core principles underlying this evolution.

Brand purpose has been one of the most hotly debated marketing topics of the last ten years, celebrated as a business model for growth and debunked as cod strategy in equal measure.

In this white paper, Steven Naert shows how Ipsos has developed a new approach that helps clients prioritise a set of unique brand assets that strengthen the brand and which can then be reinforced through communication, packaging, etc.

The Rise of Fakism
From fake news to hacking advertising... and that Dove advertising hack

Arnaud Debia

There is a better way:
Moving beyond the claims of fast, good *and* cheap digital measurement to help build stronger brands

Andrew Bradford

Breaking the Stereotype:
Empowering women in advertising in developing markets

Pinaki Banerjee

This thought piece investigates the rise of 'fakism' in advertising and how brands are using – and in some cases misusing – the concept for their own ends.

In this latest white paper by Andrew Bradford, digital measurement is under the microscope, and specifically the challenges facing clients today.

This thought piece points out that while stereotypes are a reality in society, nearly half of women surveyed agree that TV commercials show too many outdated gender stereotypes. Advertisers need to seize this opportunity and portray the true roles they are playing today.

Ipsos Knowledge Centre

It's About Time: Measuring the Impact of Advertising

Andrew Green

Advertisers need metrics across platforms and media. *Reach* and *frequency* have long been at the heart of media trading and evaluation. Yet the link between these metrics, potential exposure and cut-through varies between media. So, what other metrics should be considered?

Emotion, Attention and Memory in Advertising

Gailynn Nicks and Yannick Carriou
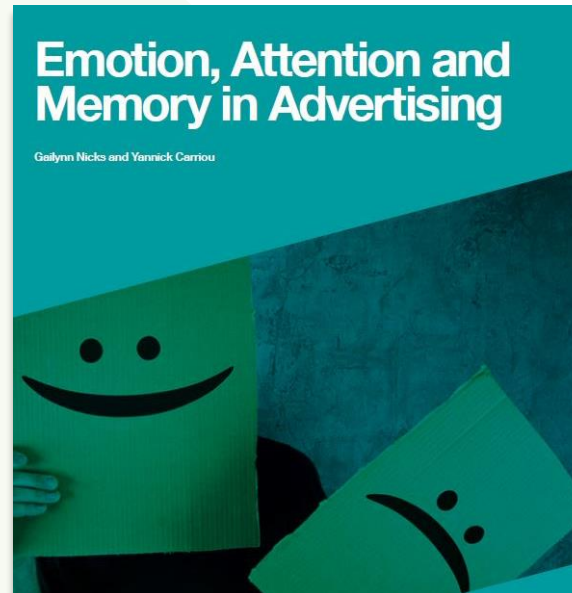
How can brand campaigns leverage the interplay of attention, memory and emotion to influence people's choices? A comprehensive overview of the issues at hand.

Diamonds are No Longer Forever
Putting Emotion to Work for your Brands

Gailynn Nicks and Yannick Carriou

REAL IS RARE
REAL IS A DIAMOND

The Diamond Producers Association recently released a new set of ads. They reintroduce the idea of diamonds to the relationships and aspirations of Millennials. This is a group for whom "forever" is a meaningless concept along with tradition, eternity and commitment. Their focus is the journey, not the destination.

The new theme is about honesty, authenticity and truth, separating the fake from the real. The campaign moves away from "A Diamond is Forever" which was used by De Beers from 1947, to the new, "Real is Rare. Real is a Diamond" theme. It is a thoroughly emotional campaign at every level and leverages storytelling in both traditional and digital media.

A DIAMOND IS FOREVER

younger generations have different motivations and brand relationships and campaigns must adapt accordingly.

So, how can brand campaigns today leverage the interplay of attention, memory and emotion to influence people's choices?

The Diamond Producers' Association recently released a new set of ads. They reintroduce the idea of diamonds to the relationships and aspirations of Millennials.

Ipsos Knowledge Centre

GAME CHANGERS

MEDIA & ADVERTISING

Feeding the Machines: A Prognosis for Programmatic
Andrew Green

The Path from Ad Blocking Purgatory to Programmatic Nirvana
Adam Sheridan | Agnes Gilbert

Confessions of the Admen
Andrew Green and Daniel Blackwell

"Programmatic" media buying can be defined as the use of software programmes to buy advertising space. The software replicates and automates what, in some media, can be a lengthy manual process. We review the landscape.
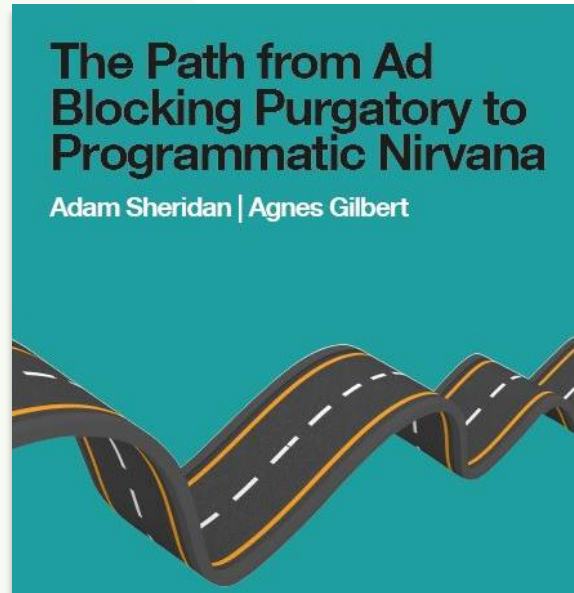
Programmatic buying has led to a revolution in advertising. These cloud-based platforms allowing the automated buying and selling of digital advertising have come with the promise of near nirvana; but at what cost?
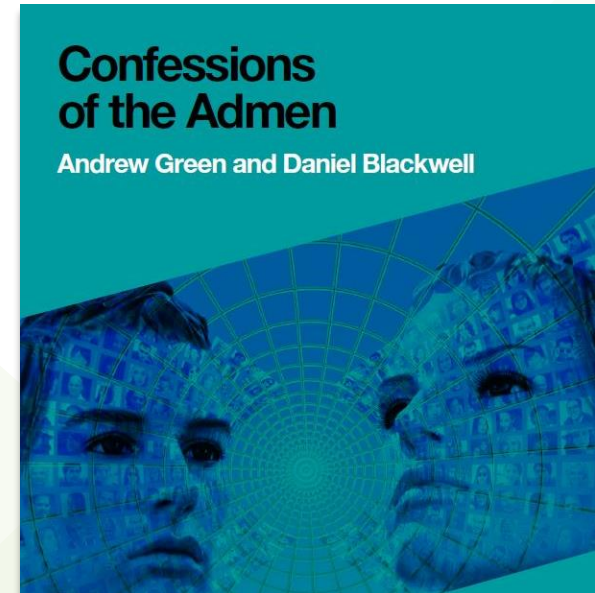
This white paper separates myth from reality by highlighting the 'perils of perception' in the communications world. We look at whether or not the decision-makers in advertising are thinking and acting in line with the people they're advertising to…

Ipsos Knowledge Centre

Micro-target or target everyone?
Balancing reach with precision in your media strategy
Keith Glasspoole

Audience Measurement in the Data Age
Andrew Green

The Age of the Algorithm
Andrew Green and Mario Paic

What is the best way to get the right amount of reach *and* the right precision? Some marketers are seduced by the promise of micro-targeted precision through digital media spend. Others go broad and target everyone. What is the right balance for your brand?

Some predictions for the future of audience measurement, including how:

- panels will remain paramount

- out-of-home measurement will be enriched by mobile 'Big Data'

- new cross-platform metrics will emerge

In this white paper we investigate how data science techniques are being used in the media measurement world to provide clients with better quality information while keeping the burden on respondents to a minimum.

Ipsos Knowledge Centre

Advertising, Reality, the World – according to Pokémon Go

Arnaud Debia

Pokémon Go has been this summer's most striking global success story, grossing more than $440 million in two months. Business analysts and mobile game specialists frame Pokémon Go's reasons for success in terms of technology - augmented reality made widely available. The human side to its success was many people's nostalgia for childhood Pokémon fun.

But is it more than that? Does Pokémon Go sit at the confluence of new trends shaping advertising and the world in 2016? Can Pokémon Go illustrate how brands could best answer people's current aspirations?

We've been on a hunt which uncovers trends that all have a bit of a Pikachu taste - ideas that brands can leverage to their advantage, as did Pokémon Go and other recent ground breakers (selected among this year's Cannes Advertising Festival winners).

From Pokémon Me time to celebrating ME
As with other mobile games, Pokémon Go is all about having a break – just you and your merry band of pocket monsters. Smartphone apps enable individuals to satisfy their inner ME and reveal it to the world - sharing their personal views, taking selfies and tweeting. Many celebrities in the news exemplify ME focused self-advertisement, from Cristiano Ronaldo to Kim Kardashian. A recent joiner is US presidential candidate and Twitter addict, Donald Trump, whose political agenda largely revolves the cult of Donald: "part of the beauty of me is that I'm really rich".

Another recent example is Under Armour, which has successfully harnessed the cult of ME, both mentally and physically, to be salient and strengthen their relationship with people. From Gisele Bündchen, to Michael Phelps, the brand demonstrates how we can all rule ourselves.

Who else is Going for Gold?
Sponsors join athletes aiming for the podium

John Hallward

Who else is Going for Gold?
John Hallward

The bar was set on August 12, 2012 – and it was set high.

The numbers were: 3.6 billion, 100,000, 500 and 220.

To set the context, according to the IOC Marketing Report for the London 2012 Games, the global reach was 3.6 billion, with over 100,000 hours of content on more than 500 channels across 220 countries. Those figures do not include the 1.9 billion digital video streams on 170 websites or the 2,700 hours of live or on-demand YouTube content (generating 59.5 million views from 64 territories). The historical context is even more dramatic: the 1948 London Games reached ~500,000 people, most within a 50-mile radius of the city with ~60 hours of content.

*It takes someone strong
To make someone strong.*

The Reality of Rio
Was this really #Apocolympics Now?

Gailynn Nicks and Leah McTiernan

Or were the Games the catalyst for a fresh look and a new tone to the link between sponsors, organisers, audience and athletes that reflects the participative nature of brands and citizenship in the connected world?

#Apocolympics has certainly been one of the trending hashtags over the Games, with its allusion to all the problems of the Olympics. In Apocalypse Now a mad man (Kurtz) creates his own renegade army, a movie based loosely on Joseph Conrad's "Heart of Darkness" and using many of the themes from T.S. Eliot's "The Hollow Men".

A lot has happened since London 2012. Economic concerns about Brazil and the cost of the Games have kept the sponsor's approach muted while the Zika virus meant

remained unsold just prior to the opening ceremonies, with many venues remaining empty throughout. Doping scandals have meant audiences have booed medal ceremonies – taking on the role they felt the IOC should have played; sponsors have felt obliged to speak out when they would typically stay quiet. Furthermore, there was a Twitter storm over commentators' pejorative reporting on female athletes despite this being the most successful Games ever in terms of female participation. One way or another people have spoken and the power of their voices has been felt.

Global and local sponsors and advertisers have been having to face up to these new realities. After selling more than US $1.2 Billion in advertising, NBC Universal faced lower than expected ratings throughout the games with several

---

Does Pokémon Go sit at the confluence of new trends shaping advertising and the world? Can it illustrate how brands could best answer people's current aspirations?

Before the 2016 Summer Olympics, we took a look at the other battle for supremacy. The one away from the athletics track and the swimming pool – the one involving the big brands and their sponsorship and advertising.

Were the 2016 Olympic Games really #Apocolympics Now? Or were they the catalyst for a fresh look and a new tone to the link between sponsors, organisers, audience and athletes that reflects the participative nature of brands and citizenship in the connected world?

Christmas in Cannes
Lions praise Penguins

by Eleanor Thornton-Firkin & Leah McTiernan

Not to be outdone by the Super Bowl held every winter in the USA, the UK has its own annual advertising event. Shortly before the holidays the buzz begins as advertisers, primarily large retailers, seed their annual holiday creative online.

Passive Simplicity
The Future for TV & Radio Audience Measurement

Tim Farmer
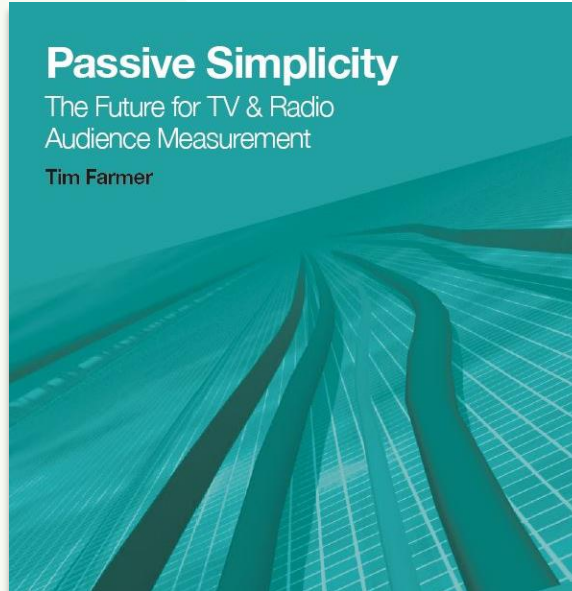
In the field of audience measurement, the greatest understanding comes from observations which have the least impact on behaviour. This paper explores the opportunities for evolving these systems towards better measurements for the future.

Using Social Intelligence for a Sharper Vision of Your Brand and Category
By Inga Hovemann

In this thought piece, we look at how we can build market structure maps using social media data. Negative events can erupt that impact how consumers view the brand, competitive brands, and how the category is defined.

Ipsos Knowledge Centre

NEW METHODS
& TECHNIQUES

GAME CHANGERS

IPSOS VIEWS

November 2017

IPSOS VIEWS

Virtual Reality:
Hype or the future?

Richard Garnham

Sensory Spatial Segmentation

Alex Baverstock | Jinho Cho | Josef Zach

Cognitive Battlefield
Part I: A framework for assessing optimal engagement strategies

Clifford Young | Katie Ziemer
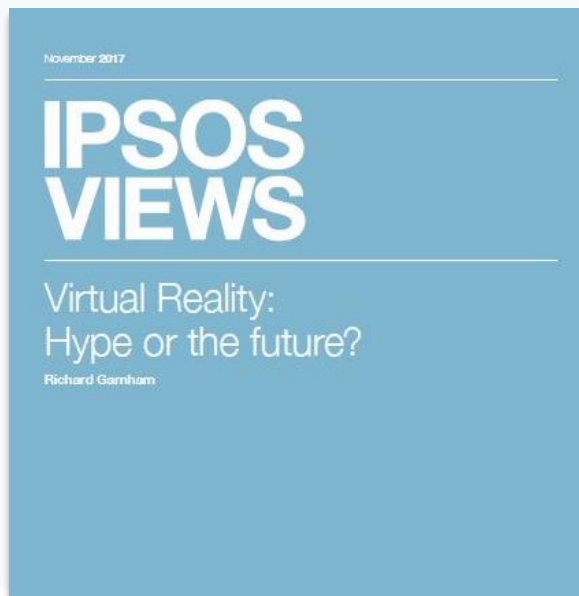
Virtual Reality (VR) has been around for at least a decade but has not yet hit mass adoption. This new white paper explores why, and what the future holds.
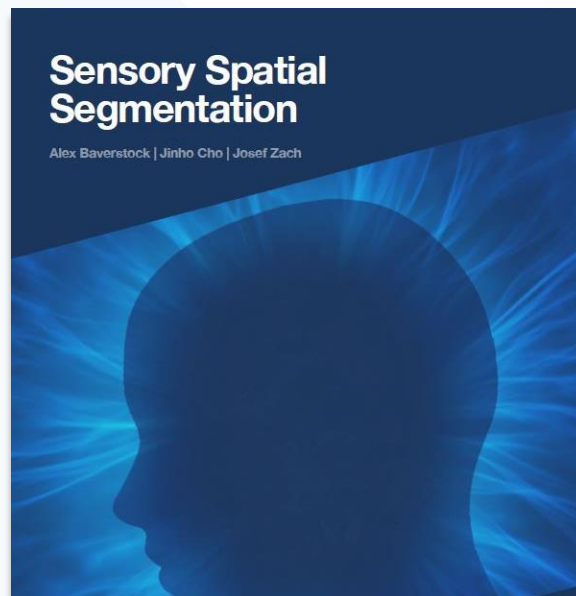
Consumer-based preference segmentation studies can be complex and costly undertakings. Prompted by this, Ipsos has developed a new approach – Sensory Spatial Segmentation (SSS) – to deliver a segmentation solution on a smaller incomplete test design.
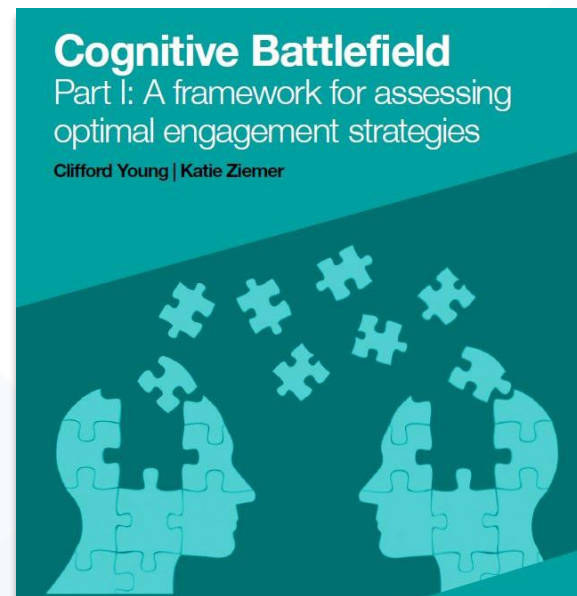
This paper presents a framework for understanding and assessing the decision-making process, based on the multi-attribute model.

Ipsos Knowledge Centre

October **2017**

IPSOS VIEWS

Device Agnostic:
Why You Need to Transform Now

By Frederique Alexandre, Cecile Carré, Allyson Leavy, Jim Leonick

June 2016

IPSOS VIEWS

Is the Behavioural Lens Out of Focus?

How to make behaviour work in CPG, financial services, technology and retail

June **2017**

IPSOS VIEWS

The role of surveys in the age of behavioural science

By Colin Strong
Global Head of Behavioural Science

Migrating to device agnostic is not just about using a new technical platform; it requires a new way of thinking about research. This paper looks at how we can adapt traditional surveys to stay connected to consumers.
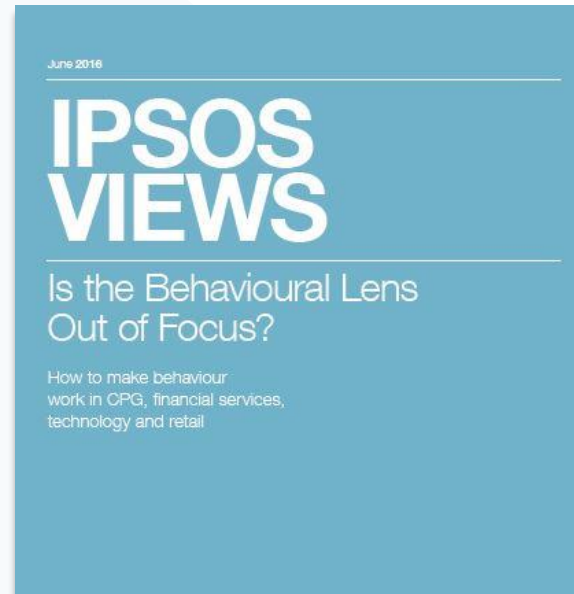
In this white paper, we look at behavioural science and show that the lens we use is often out of focus A simpler and clearer view of how) behaviour works is needed, informed by various areas of behavioural science.
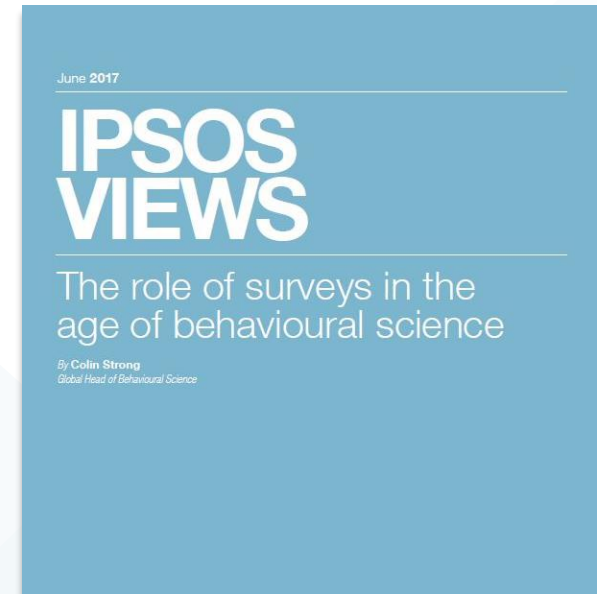
We go on a tour of how behavioural science techniques are being applied to market research practice, looking particularly at how they can be used to improve and refine survey-based programmes.

Ipsos Knowledge Centre

GAME CHANGERS

February 2016

IPSOS VIEWS

Clearing the Fog on Neuroscience

By Elissa Moses
CEO, Ipsos Neuro and Behavioural Science Centre

March 2016

IPSOS VIEWS

Big Data: A Guided Tour

By Rich Timpone, Ph.D.
Senior Vice President, Ipsos Science Centre

July 2016

IPSOS VIEWS

Ethnography: An Unfiltered View of Reality

By Oliver Sweet
Head of Ethnography
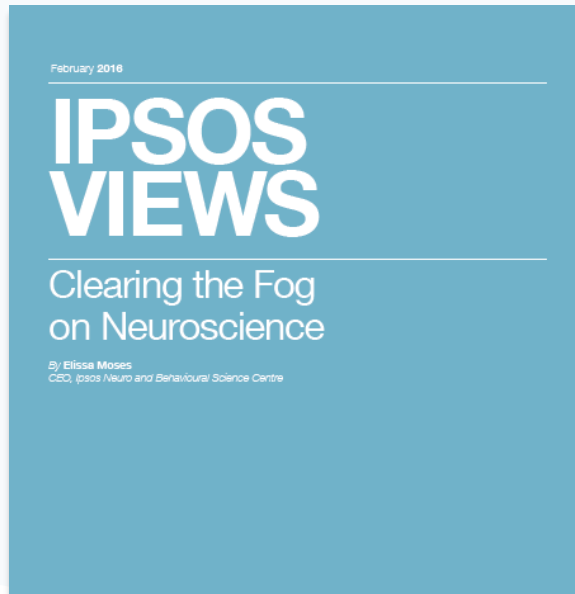
This paper provides an essential briefing on the subject, addressing some of the misunderstandings around what neuroscience is and what it can and can't do.
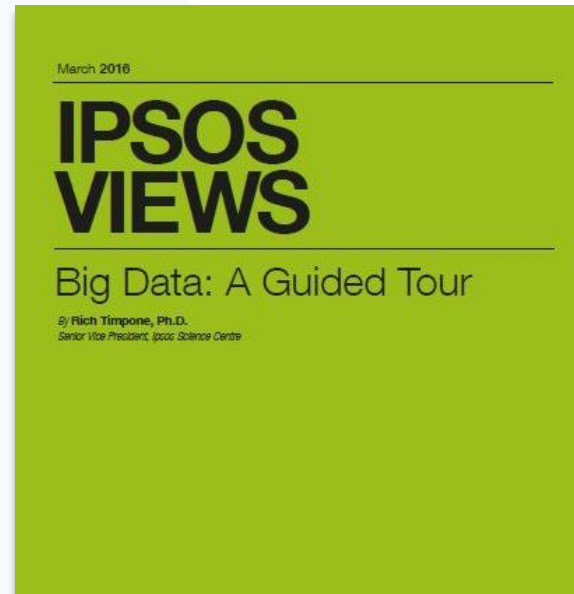
Big Data has become a feature of many workplace discussions about strategies and business plans. This white paper provides a guided tour, including a definition, characteristics and types of Big Data, and how it should (and should not) be used.

Ethnography is a research method made for investigating cultural practices, rituals, consumer behaviour, routines and social norms. This paper provides an introduction on its applications to market research today.

Ipsos Knowledge Centre

GAME CHANGERS

IPSOS VIEWS

November 2016

Lost in a data jungle?

Nurture your research ecosystem to find your way out

By Fiona Moss
Research Director

Do we still need to ask questions?

Is it the end of surveys as we know it? Or do they still play a meaningful role in managing and growing brands?

François Guérin and Charlie Ballard

When Arthur Sadoun became CEO of Publicis, the world's third largest communications group, in early June, his initial comments were, "This is a race. It's a race to be relevant." He's not wasting time. His announcement during the Cannes Lions Festival of the development and prioritization of Marcel, an Artificial Intelligence (AI) -powered "professional assistant", for more than a year over all awards, trade shows and other paid promotional efforts, became the story of the Festival. This is to be expected from Cannes: it is a hotspot where the communications world provokes discussion about where the industry should be going. Beyond the buzz from Cannes, this announcement reflects the recent trend towards new ways of working centred around data and AI which are set to transform the industry. The increasing presence of and recognition of data driven campaigns at Cannes (https://carecounts.whirlpool.com/) is just the early stage of potential deep changes.

While creativity remains a powerful tool, perhaps more valuable than before, there is no doubt that data and technology are changing the way brands interact, engage with, and communicate with people. The Market Research industry is not immune to the shift. For example, in 2016, Esomar launched its Big Data event just as the qualitative event was celebrating its 20th anniversary.

The growth of behavioural science, the development of new passive techniques, and the growing amounts of data available to marketers in private companies or social spaces are great new sources for marketers to gather insights about their brands and communications. With all this rich information, one can even wonder does market research still need to ask questions of people? Or, is asking questions becoming old-fashioned?

Device Agnostic: A Researcher's Guide

Do your tracking studies feel more like juggernauts than nimble research vehicles? Are you drowning in data but still left with unanswered questions? This white paper can help you to find the answers you need.

Is it the end of surveys as we know it? Or do they still play a meaningful role in managing and growing brands? There is no doubt that data and technology are changing the way brands interact, engage with, and communicate with people.

Drawing on recent Research on Research, this paper explores the trade-offs associated with length of surveys on mobile. Based on the findings, it suggests 20 minutes as a maximum limit and representing a good compromise across all measures.

Ipsos Knowledge Centre

GAME CHANGERS

SOCIETY
& POLITICS

Ipsos Knowledge Centre

The cybercrime threat to corporate reputation

Carl Phillips | Becky Writer-Davies | Mark McGeoghegan

October 2017

IPSOS VIEWS

The Future of Mobility
On the road to driverless cars

Peter Otto

May 2018

IPSOS VIEWS

What Worries the World

Michael Clemence

With a number of high profile attacks bringing cybercrime to the forefront of corporate minds, this while paper investigates the threat to company reputation.
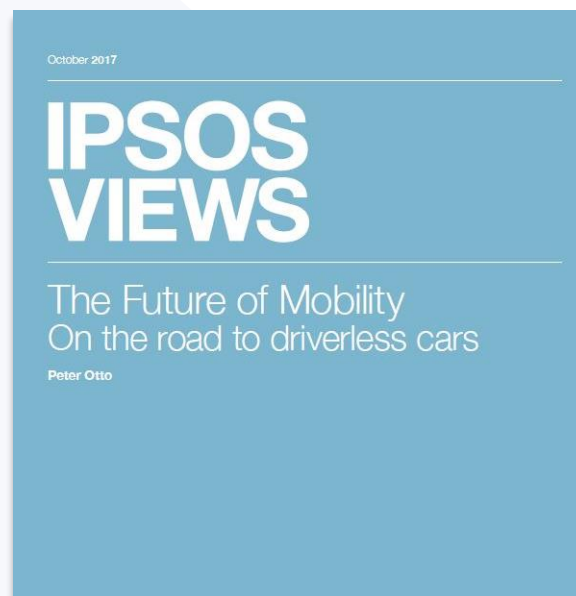
At a time when technology has the potential to change the way we travel, this new white paper reveals global consumer attitudes towards the prospect of fully automated cars.
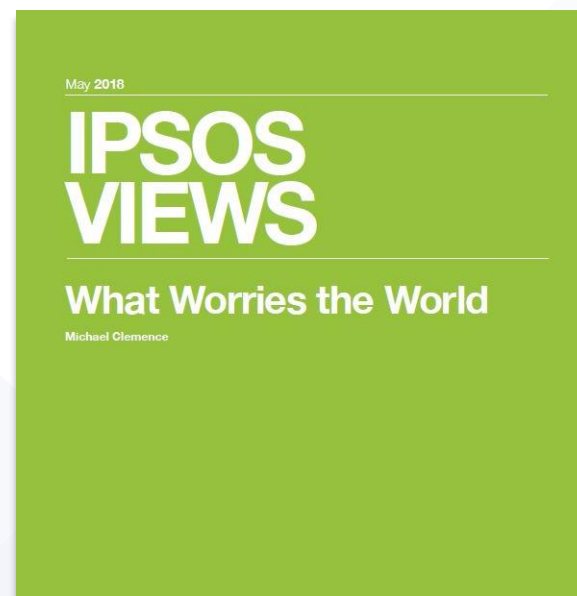
Every month our What Worries the World survey series asks people in 26 countries about the biggest worries for their nation, from a list of 17 concerns ranging from crime to childhood obesity. This white paper is a summary of responses from 2017.

Ipsos Knowledge Centre

March 2016

IPSOS VIEWS

Perils of Perception

By Bobby Duffy
Global Director, Ipsos Social Research Institute

It's Nativism:
Explaining the Drivers of Trump's Popular Support

Clifford Young

Doing The Right Thing

Trent Ross, Meghann Jones *and* Milorad Ajder

A checklist for successful corporate sustainability programmes
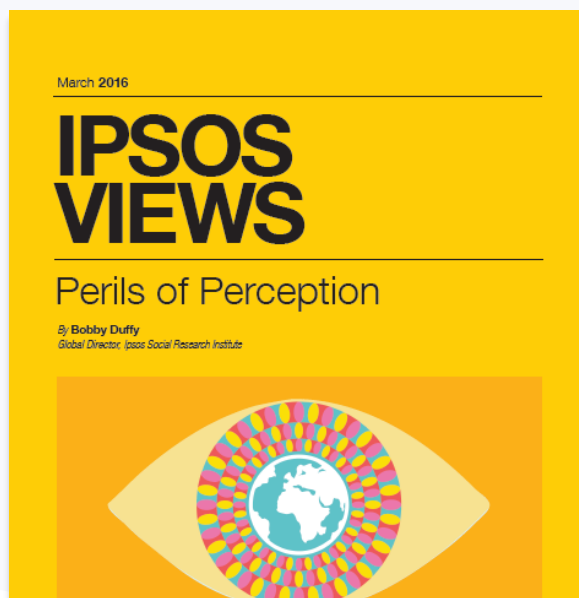
How accurate are people in estimating a range of key social realities? This international survey shows just how wrong we often are.
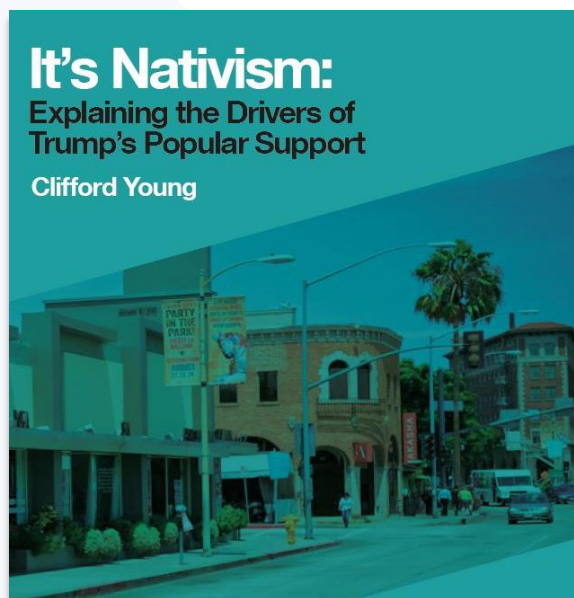
How did Donald Trump manage to confound so many pundits, observers and critics, who failed to anticipate his rise to the Presidency?

This white paper explores the benefits that corporate sustainability or social responsibility programmes have beyond being a responsible member of the global community.

Ipsos Knowledge Centre
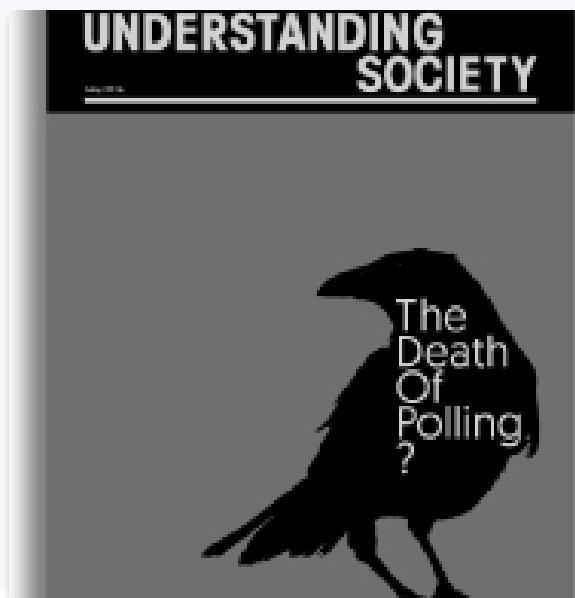
Bringing together leading Ipsos experts, this collection of papers looks at the state of opinion polling in the world today.
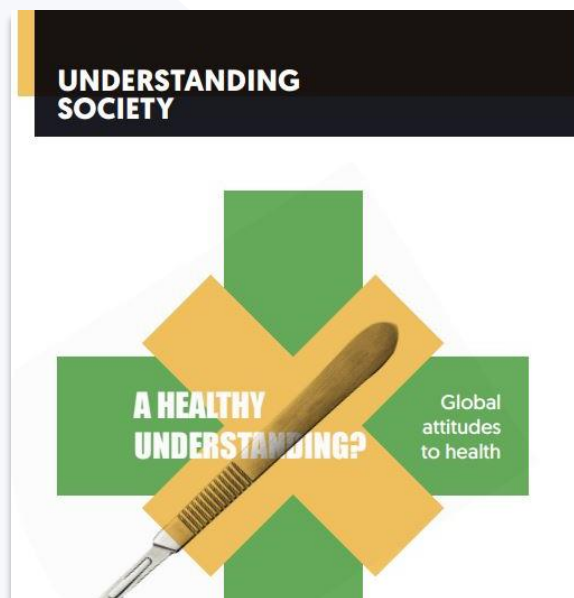
This edition examines the state of health at both a national and global level, drawing together some of the research carried out in 30 countries, across 5 continents.
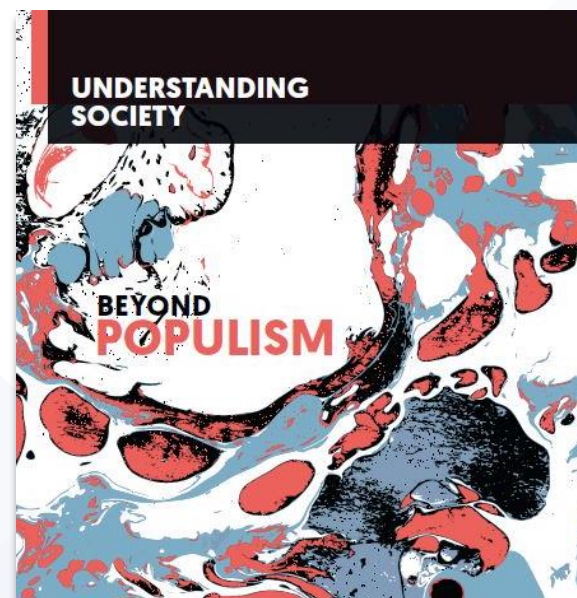
In this special edition of *Understanding Society*, the Ipsos Social Research Institute brings together a wide range of influential voices to explore the major political and social shifts around the world.

SOCIETY & POLITICS

Opinion Polls:
Why they remain the reference
Henri Wallard

The Ipsos Global Reputation Centre
FAQs

June 2017
IPSOS VIEWS
What Worries the World
By Michael Clemence and Harriet Fowler
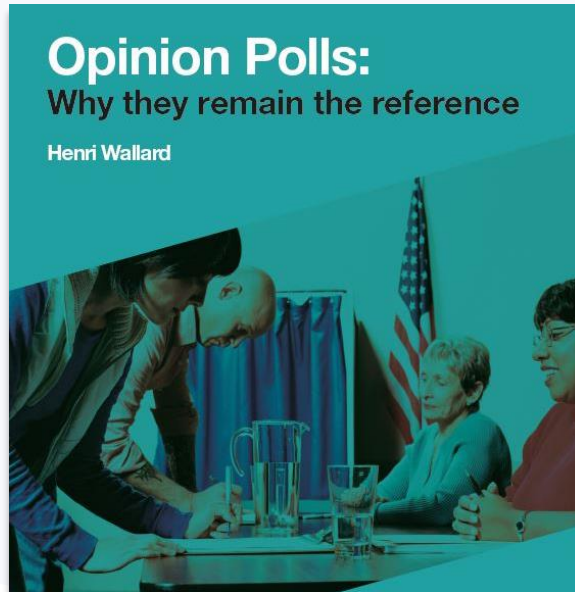
The last year has seen opinion and election polling subjected to both criticism and praise. Here we review the evidence, looking particularly at recent experiences in the US, UK, France and the Netherlands.
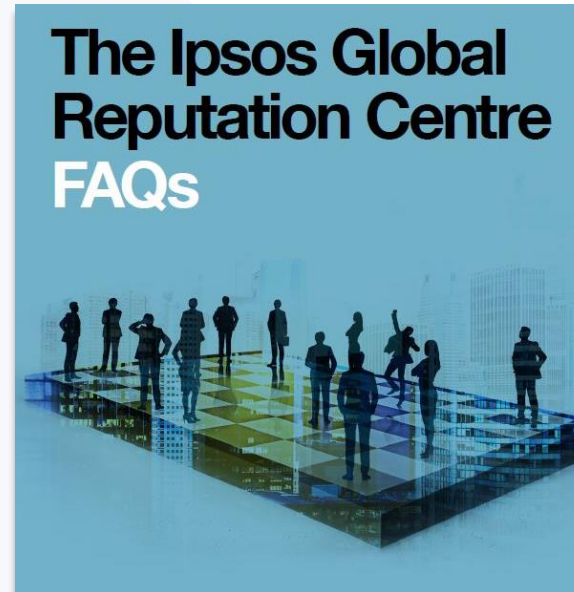
This in-depth publication from the Ipsos Public Affairs team provides answer to some frequently asked questions about corporate reputation, CSR, and how we help clients to avoid crises.
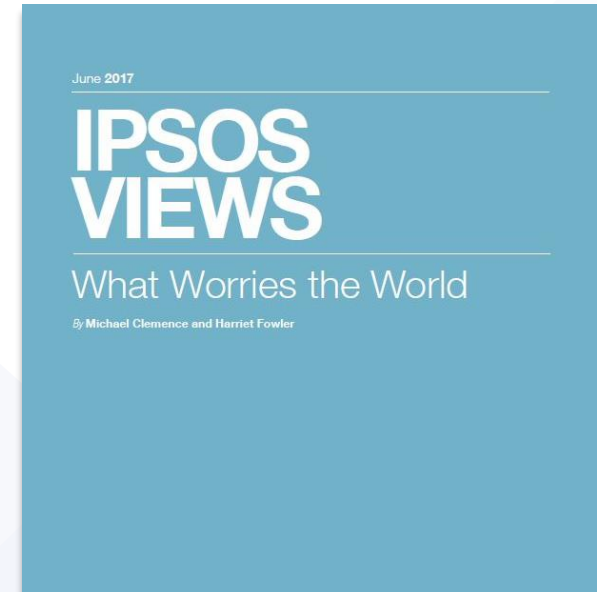
Aggregate analysis of the flagship Ipsos survey using a full year's data. Unemployment is the issue people around the world worry most about, but concerns in large emerging economies about the environment and cost of living, seems set to rise.

Ipsos Knowledge Centre

GAME CHANGERS

IPSOS FLAIR

The Ipsos Flair collection presents a vision of society founded on observation and interpretation of the behaviours, attitudes and opinions of people in a given country. These in-depth reports provide detailed analyses of the countries.

Explore the full collection on our website.

IPSOS FLAIR

Italy 2018:
A country in search of identity
10 key points

Indonesia 2018,
Dealing with the opposites.

Indonesia 2018,
Dealing with the opposites
10 key points

In this eighth edition of Ipsos Flair Italy, we focus on 10 key points to report on what's happening in the country, including the reactions of Italians and how they feel about their place in the world.

Ipsos Flair's purpose is to do justice to Indonesia by revealing the deep dynamism of society and the opportunities offered by its variations of local and international brands. It is also an opportunity to discover the innovation potential of its entrepreneurs.

A bite-sized version of the full Flair Indonesia 2018 report.

Ipsos Knowledge Centre

GAME CHANGERS

IPSOS FLAIR

Brazil 2018:
The Mask Slipped!
Time for Truth

India 2018,
Aspiration to action.

France 2018:
Simmer? Shudder? Or quiver?
10 key points

For many Brazilians, it's the "Time for Truth". Years of political scandals, government corruption and the omnipresent "false news" have become too numerous - people now trust only themselves to discover reality.

In 2018, the Indian economy will be in fifth place worldwide, ahead of France and the UK. Flair India 2018 captures the latest trends and thinking in this in-depth report.

This year Ipsos Flair explores three possible developments: a France that will simmer out of anger at undelivered promises, shudder at how fast the world is changing or quiver with joy at the idea that future could again mean progress.

Ipsos Knowledge Centre

GAME CHANGERS

Italy 2017,
The Bespoke Reality

A SUMMARY OF THE FLAIR ITALY REPORT

Brazil 2017:
Debris or Seeds?

Colombia 2017,
Reviving.

The last year has been marked by a fluctuating, complex situation, hard for citizens to decode. There is a perception that the country's economic situation is tending towards improvement, but not so much as to truly improve the deep sentiment of Italians.

Currently, Brazil's situation is hectic. And, this is not the first time that the country faces a difficult situation like this. Some could say this country is definitely condemned to live like in a rollercoaster. But, this time, it may be different.

"Reviving" is the word of the year in Colombia and in all Colombians' hopes and dreams. Despite 28% of the Colombian population living in poverty, the conditions are conducive to open a new way.

Ipsos Knowledge Centre

Mexico 2016,
a year of (more)
scrutiny and change

Peru 2017,
From informality
to modernity

Thailand 2017,
Beyond the concerns.

"Discontent", "mistrust", "pessimism", "crime", "poverty", "corruption"… The list goes on. But when it comes to Mexico, whenever things seem to be reaching a breaking point, the country finds a way to stave off the bad and cultivate the good.

"From informality to modernity" explores the individual facets of the Peruvian individual, whether as consumer, citizen, spectator or employee, with the aim of overturning stereotypes and thinking in a profound and innovative way.

"Beyond the concerns", offers a unique perspective on the mood of Thailand. This is a crucial year for the Thai economy which has suffered from weak growth.

IPSOS ENCYCLOPEDIA

The Ipsos Encyclopedia is a unique glossary developed for everyone interested in the practice of market research.

❮ **Explore the full directory on our website**. ❯

GAME CHANGERS

IPSOS ENCYCLOPEDIA – EXAMPLES

Facial Coding
An extract from the Ipsos Encyclopedia

Concept Testing
An extract from the Ipsos Encyclopedia

Sensory Evaluation
An extract from the Ipsos Encyclopedia

Facial Coding uses automated software and webcam capture and has become one of the most relied upon methods for quantifying emotional response to ads and digital videos used in market research.

A concept test is the stage in the product development process where a detailed description of a product (and its attributes and benefits) is presented to prospective customers or users, to assess their attitudes and intentions toward the product.

Sensory Evaluation is a scientific discipline used to evoke, measure, analyse and interpret reactions to those characteristics of foods and materials as they are perceived by the senses of sight, smell, taste, touch and hearing.

Ipsos Knowledge Centre

GAME CHANGERS
Ipsos

IPSOS
UPDATE

....

Ipsos Update is our monthly round-up of the latest research and thinking from Ipsos teams around the world.

Explore the content on our website.

June 2018

IPSOS
UPDATE

A selection of the latest research and thinking from Ipsos teams around the world

Ipsos Knowledge Centre

GAME CHANGERS

Contact

This document was produced by the Ipsos Knowledge Centre

✉ **[Email us](#)**

➤ **Find out more about Ipsos on [our website](#)**

🐦 **[Ipsos on Twitter](#)**

in **[Ipsos on LinkedIn](#)**

Ipsos Knowledge Centre

GAME CHANGERS Ipsos