



益普索新聞稿

2019 年 07 月 30 日

全球前三大的市場研究公司益普索 (Ipsos)，今天我們發表了全新的品牌識別及活動，主要專注於公司與組織對於可靠數據和知識型決策的需求。

憑藉著自信的品牌力且大膽的設計，益普索在一個不斷變化、數據應用快速變化且在競爭激烈的時代強調對於社會、市場、人群的全盤理解。我們的品牌活動「Be Sure」闡明了客戶如何在快速變化的世界中輕鬆地找到方向，並透過準確且具相關性的知識訊息來做出更快速、更睿智與更大膽的決策。

益普索是全球第三大市場研究公司，業務遍及 90 個市場，員工人數超過 18,000 人。我們專業的研究人員，分析師和科學家建構了獨特的複合專業能力，為公民、消費者、病患、客戶或員工的行動、意見和動機提供了有力的見解。益普索的 75 種業務解決方案的數據來源基於調查、社群媒體監控以及質化或觀察技術。

益普索的標語「Game Changers」代表了我們的企圖心，也就是我們全球 5000 多個客戶能更輕鬆地駕馭這個快速變化的世界。

當今世界瞬息萬變，對於基於可靠資訊來有信心地做出決策的需求從未如此強烈。在益普索，我們相信，客戶希望我們成為他們忠實的合作夥伴，而不僅僅是數據提供商。他們需要益普索提供精準且確實的資訊，使他們能將這些資訊轉化為可實踐的市場行動方案。我們的專業團隊對於市場和客戶需求始終保持強烈的好奇心，他們提供的解決方案不僅基於最精準的分析和評估結果，同時還將他們對於社會、市場、人群的深刻洞察融入其中。為此，我們運用最頂尖的科學、技術和專業技能；並以安全、簡單、迅速且確實的準則為前提來執行。藉此我們的客戶能做出更快速、更明智且大膽的決策。

最終，我們將成功的秘訣總結成一個簡單的道理：

「當你胸有成竹，你就勝券在握 (You Act Better When You Are Sure)」

Ipsos, the third largest market and opinion research company in the world, today revealed a new brand identity and campaign that focuses on the companies and organisations' need for reliable data and knowledge-based decision-making.

With an assertive narrative and bold design, Ipsos highlights its True Understanding of Society, Markets and People in an era of relentless change, exponential data and accelerated competition. The campaign, "Be Sure", illustrates how clients' can navigate easier in a rapid changing world, making faster, smarter and bolder decisions thanks to the knowledge provided by accurate and relevant information.

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people. Its research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Ipsos' 75 business solutions are based on primary data coming from surveys, social media monitoring, and qualitative or observational techniques.



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Ipsos' tag-line, "Game Changers", summarises the company's ambition to help its 5,000 clients to navigate more easily the deeply changing world.

"In our world of rapid change, the need for reliable information to make confident decisions has never been greater. At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth. This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People. To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do. So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:
"YOU ACT BETTER WHEN YOU ARE SURE. "

【給編輯的話】

1. 益普索市場研究股份有限公司 Ipsos

Ipsos 是全球頂尖的專業市場調查研究機構，在世界各地八十九個國家設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。此外，益普索台灣更通過 ISO 20252:2012，是台灣唯一取得國際市場研究標準認證的市場研究機構。

想瞭解更多益普索的專業市場調查服務，請瀏覽 <https://www.ipsos.com/en-tw>

2. 以上資料引用煩請註明資料來源 Ipsos 益普索