

# IPSOS UPDATE

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

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October 2019

Ipsos Knowledge Centre

GAME CHANGERS



# WELCOME

Welcome to the October edition of *Ipsos Update* – our round-up of the latest research and thinking from Ipsos teams around the world.

The underlying idea of *Ipsos Update* is simple: to present aspects of the “Best of Ipsos” in an easily digestible format. We have not tried to be comprehensive; the focus is on content which will be relevant to more than one market or specialist research area.

Links are provided to the various points of view and information sources, as well as the Ipsos colleagues responsible for each piece of work.

We hope you find this useful. Please email [\*\*IKC@ipsos.com\*\*](mailto:IKC@ipsos.com) with any comments or ideas, or if you would like to subscribe to future editions.

Thank you.

# IN THIS EDITION

## BEYOND PRICE PROMOTIONS

### How to design new sales strategies

While offering discounts is a popular sales strategy, it is not always the most effective. This white paper shows how to design new 'Point of Sales' activations, based on insights from behavioural science.

## UN SUSTAINABLE DEVELOPMENT GOALS

### Global views on the SDGs



Our new global survey explores public opinion on the United Nations Sustainable Development Goals and finds marked differences by country and region in terms of which are considered more/less important.

Our new global survey finds varying levels of awareness about the United Nations Sustainable Development Goals. We find marked variations by country and region in terms of which are considered more/less important.

## GLOBAL BUSINESS INFLUENCERS

### The habits and plans of the top global executives

Our annual survey gives an insight into a segment that represent less than 1% of the population, but has significant spending power across the travel, luxury and media sectors.

## THE TRUTH ABOUT TRUST

### Is trust in crisis, or is it just complicated?

Our new report takes a detailed look at public opinion data from around the world to find out whether the facts match the dominant narrative that trust is in terminal decline.

## WORLD FOOD DAY

### A round-up of our recent research on food

Ahead of World Food Day on 16 October, we serve up a selection of our recent research and analysis on food, which looks at different diets around the world and explores current and future trends.



# BEYOND PRICE PROMOTIONS

How to design new approaches to Point of Sales (POS) activation – other than offering discounts.

Today's omnichannel world is changing how shoppers behave and making it more difficult for retailers and marketers to know how they can best influence consumer decision-making at the point of sale.

Despite their popularity, price promotions are becoming a less effective strategy for POS activations and they are not relevant for all consumer pathways. Marketers need to develop new ways to drive sales.

The first step is to map and identify the dominant customer journeys in your category – helping you to understand what approach would work for them. Then, certain behavioural science concepts can be applied to “nudge” shoppers towards desired behaviours.

Some examples include:

- **Vicarious goal fulfilment** – where the mere presence of healthy food options gives consumers the license to indulge.
- **Priming** – (nonconscious) exposure to a product can encourage consumers to choose it over others.
- **Ordering** – the way that products are presented can shift attention away from price and towards quality, for example.
- **Framing** – by thinking of a store aisle as a “frame”, we can alter the way in which products are perceived.

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# SUSTAINABLE DEVELOPMENT GOALS

## Global views on the importance and priorities of the United Nations Sustainable Development Goals.

Our survey in 28 countries finds that, overall, three-quarters of adults have at least *heard of* the UN Sustainable Development Goals (SDGs). But there are big differences between countries, and familiarity tends to be higher in emerging countries. In Great Britain, the US, Canada and Australia, one in two respondents say they are unaware of them.

The SDGs are the 17 benchmarks that world leaders set in 2015 in order to tackle global problems such as poverty, inequality and a range of environmental issues such as climate change and clean energy.

When asked how important they consider each of these goals to be, the following emerged as the global top three:

1. **Zero Hunger:** ranking first in Belgium, Chile, Hungary, Italy, Mexico, Russia and South Africa.
2. **Clean Water and Sanitation:** ranking first in Argentina, France and Turkey.
3. **Good Health and Wellbeing:** Ranking first in Australia, Japan, the Netherlands and the United States.

Gender equality comes bottom of the list, although it is considered the most important goal of all for people in Sweden.

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# GLOBAL BUSINESS INFLUENCERS 2019

Our annual survey tracks the media, business, financial, luxury and travel habits of the most senior global business executives.

The individuals surveyed in our Global Business Influencer (GBI) study span 30 countries and represent over 75% of the world economy, making them a key target group for a number of sectors.

Looking at profile information, the majority (72%) are male and are more likely to be 35–55 years old. The average income is almost US\$400,000, and one quarter are millionaires. The findings include:

- Global business influencers are avid consumers of media across all platforms, and not only digital media. Nine in ten accessed print content in the past 30 days.
- On average, they have taken 14 air trips for business in the last year, with more than half flying first or business class.
- Travel and technology are the most popular hobbies and interests amongst this segment.
- One-quarter intend to invest in property in the next year, while 36% do not and 39% are still undecided.
- One-third say they will buy high-value items including a watch, fine jewellery and luxury clothing or footwear in the next year.

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# WORLD FOOD DAY 2019

To coincide with World Food Day on 16 October, we present some of our latest research and reports on the topic of food.

**Diets around the World: An exploration** – Over recent years it has felt like people are becoming increasingly focused on their diet and eating healthy. This report – across 28 countries – explores consumers' current diets and highlights how their choices are changing.

**Food for Thought: Would you like real or fake meat with that?** – With all the current hype around vegan and vegetarian options, how likely are you to try a meat substitute? This report presents results of a global study across 29 countries – finding that more than four in 10 people (42%) would eat a plant-based substitute for meat.

**What the Future: Food** – This report asks global consumers about their expectations for the future access, affordability and quality of food, as well as finding out about their food preferences and habits.

**'Natural' Food: What does it mean to consumers?** – Consumers are more conscious than ever about the safety and trustworthiness of food and drink, which has led to an increase in the use of terms such as 'natural' on packaging. This report examines the trend.

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All the information within this *Ipsos Update* is in the public domain – and is therefore available to both Ipsos colleagues and clients.

Content is also regularly updated on our website and social media outlets.

Please email [IKC@ipsos.com](mailto:IKC@ipsos.com) with any comments, including ideas for future content.

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