

# THE DIRECTORY

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

May 2020

**GAME CHANGERS**



# THE DIRECTORY

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The Ipsos Knowledge Centre brings together Ipsos' latest research and thinking on a wide range of topics. This interactive document allows you to access the key papers and reports directly.

See the research topic areas and other resources available in the chapters listed below.

1. **CONSUMER & SHOPPER**

2. **MEDIA & ADVERTISING**

3. **NEW METHODS & TECHNIQUES**

4. **SOCIETY & POLITICS**

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# CONSUMER & SHOPPER

1

# CONSUMER & SHOPPER



## MYSTERY CALLING

For most large, multichannel organisations, the contact centre remains key to ensuring that customers receive a great experience, as consistently and efficiently as possible. This paper explores how a well-designed mystery calling programme can drive loyalty and profits.

[READ WHITE PAPER](#)



## THE EVOLUTION OF SHOPPER BEHAVIOUR

Shopper behaviour is evolving and making the consumer's path to purchase more complex. From cognitive shortcuts to disruptive e-commerce models, this paper explains 5 key factors behind these changes and what can be done to stay ahead.

[READ WHITE PAPER](#)



## THE FORCES OF CUSTOMER EXPERIENCE

This paper from Ipsos' Customer Experience team presents a human-centric framework that helps organisations drive stronger relationships through a better understanding of customers' functional and relational needs.

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# CONSUMER & SHOPPER

## *CORONAVIRUS FOCUS*



### CORONAVIRUS & BEHAVIOUR CHANGE

As many brands seem uncertain about how, or even if, they should respond, we take an early look at how brands can play an enhanced roles in people's lives at a time when people are out of their automatic behavioural rhythms

[READ WHITE PAPER](#)



### BRAND RITUALS IN A “LOW-TOUCH” WORLD

Building on our understanding of how consumer behaviour is changing as a result of coronavirus, this paper looks at the formation of routines and rituals as a way for brands to become closely connected with customers now and in the 'new normal'.

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### BRAND GROWTH IN TIMES OF CRISIS

The challenging dynamics of COVID-19 means that the brand-building playbook could fundamentally change. In this paper, we offer some early perspectives on how brands can orientate themselves today and in the post-crisis world.

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# CONSUMER & SHOPPER



## MYSTERY SHOPPING

It is the mission of all brands to put the customer first and deliver a superior experience relative to their competition. When used effectively, mystery shopping research can be a powerful tool to help this. We set out seven steps for a better mystery shopping programme.

[READ WHITE PAPER](#)



## UNPACKING SUBSCRIPTION MODELS

The majority of people are aware of product subscription services, and are interested in them, but there are barriers to adoption for both box and replenishment models. This paper looks at how to overcome these barriers in order to put the business model a steady growth path.

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## MIND THE GAP

What happens when there is a mismatch between what a brand promises to its consumers and their actual experience? This paper explores the promise-experience gap, the benefits of aligning the two and the pitfalls of over-promising.

[See LATAM version.](#)

[READ WHITE PAPER](#)



# CONSUMER & SHOPPER



## BEYOND PRICE PROMOTIONS

Price promotion strategies are becoming less effective for driving sales today, but many marketers continue to use point of sale activations that focus on price. In this white paper, we encourage marketers instead to use behavioural science concepts to “nudge” consumers at the point of sale.

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## HEALTH & WELLNESS IN FINANCIAL SERVICES

As consumers are looking beyond the traditional markets to address their health and wellness needs, there are opportunities for financial services companies to help people improve their holistic well-being. This white paper looks at how financial wellness can be delivered as a consumer need.

[READ WHITE PAPER](#)



## THINKING OUTSIDE THE BOX, BAG AND WRAPPER

The Japanese consumer is less likely than the average citizen around the world to be willing to take personal action on tackling packaging waste. However, this is not due to a cold indifference towards the issue, but a lack of options.

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# CONSUMER & SHOPPER



## THE THIRD MOMENT OF TRUTH

Sustainable packaging is becoming a greater concern to consumers: eight in ten people globally feel we are heading for an environmental disaster unless we change our habits quickly. Brands who demonstrate leadership in packaging will be rewarded.

[Also in Spanish.](#)

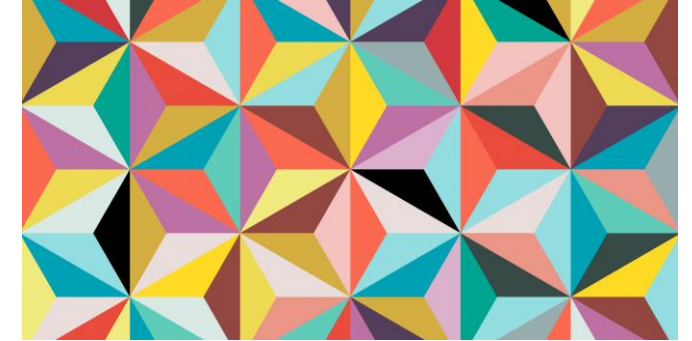
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## CUSTOMER-CENTRICITY: FROM STANCE TO REALITY

The customer has seized the power in their relationship with brands. In this way, customer-centricity is no longer just a pious view but a strategic stake. This short piece sets out six simple principles that brands can follow in order to be more agile and truly customer-centred.

[READ WHITE PAPER](#)



## WE SEE WITH OUR MIND, NOT JUST WITH OUR EYES

Looks matter when it comes to product and packaging design, to capture attention and differentiate from competitors. This paper shows how, by understanding which visual features trigger certain responses, it is possible to more purposefully create products with compelling designs.

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# CONSUMER & SHOPPER



## THE BEHAVIOURAL SCIENCE OF CPG

One of the most important developments facing brands today is how digital technology is changing customer behaviour and decision-making. This paper introduces five trends that underpin these developments to suggest how consumer packaged goods (CPG) brands can achieve growth in this reality.

[READ WHITE PAPER](#)



## BLACK FRIDAY: STILL THE SUPERHERO OF THE SHOPPER'S YEAR?

Our new white paper reviews the history of the prominent global shopping event and sets out the new challenges – such as the trend towards perpetual discounting across the peak trading period – and how retailers can overcome them, as well as thoughts on the future of Black Friday.

[READ WHITE PAPER](#)



## CONNECTED HEALTH: A ROADMAP TO SUCCESS

Connected Health is now entering the mainstream. Wearable technology provided the breakthrough moment, but this paper presents other developments in this area as well as a forward-looking view of how Connected Health technologies can transform the traditional structures of healthcare.

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# CONSUMER & SHOPPER



## CHINA'S AFFLUENT CONSUMERS

[The first](#) of two briefing papers looks at the macro-forces in Chinese society shaping consumer behaviour. [The second](#) focuses on how to engage with these affluent shoppers both home and broad, offline and online.

[READ WHITE PAPER](#)



## MYSTERY SHOPPING IN THE LUXURY INDUSTRY

Customer experience is important in any industry, but is arguably most evident in the high-end spectrum of the market where affluent consumers spend billions of dollars, pounds, euros, yuan or yen – year in, year out. This paper shares techniques used by top-end retailers and what the high street can learn from them.

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## CHANGING GEAR: AUTOMOTIVE MYSTERY SHOPPING

A well-executed mystery shopping campaign can fuel a better experience for customers and employees alike. This paper studies its' application to automotive manufacturers, importers and dealerships.

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# CONSUMER & SHOPPER



## ARE YOUR CUSTOMERS WORKING TOO HARD?

Our 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 to company effort ratio” and maximise loyalty.

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## THE SECRET TO UNLEASHING A DISRUPTIVE BRAND

Being able to ride the waves of disruption is a skill all brands must master. Based on experience across different sectors, we outline how to handle disruption and survive in a transforming market, arguing that it begins with a company’s internal strategy to manage change.

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## HEALING THE PAIN

This paper introduces the concept of ‘Smarter Closed Loop Feedback’, explores the importance of responding well to bad experiences and looks at how this can actually boost customer loyalty.

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# CONSUMER & SHOPPER



## SMARTER CLOSED-LOOP FEEDBACK

Nearly two-thirds of customers say that personal experience influences brand choice. And with 50% of customers dissatisfied with issue resolution means customer experience programmes must be optimised.

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## GET FAIR OR FAIL

This paper on fairness and business success discusses why it is crucial for organisations to get the perceived balance of effort right. Using research across industry sectors, it looks at how to judge which incidents are critical, which customers are expendable and identify the most suitable, cost-effective response or intervention.

[READ WHITE PAPER](#)



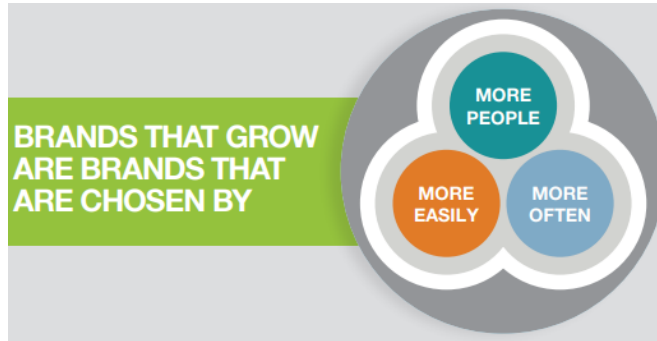
## GETTING STICKY

Brand managers want emotionally attached customers. An emotional connection is a 'higher level' of relationship that equates to more valuable customers who stay longer, spend more and recommend the brand to others. This framework is informed by research in four major markets and three large sectors.

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# CONSUMER & SHOPPER



## BUILDING STRONGER BRANDS

This paper sets out Ipsos' view on what makes brands successful and how this can be achieved based on how people make decisions, how they think about brands and form relationships with them.

[READ WHITE PAPER](#)



## PATH TO PURCHASE AS A PATH TO GROWTH

To help gain an understanding of today's retail opportunities, we need to define a clear framework of the path to purchase. This paper sets out the right thinking and tools needed to leverage this strategy for growth.

[READ WHITE PAPER](#)



## FUTURE-PROOF YOUR BRAND

Disruptions are shaking up categories like never before. We present Ipsos' 4-step 'Brand Future-Proofing' approach for brands so that they can see this environment as a growth opportunity, rather than a threat.

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# MEDIA & ADVERTISING

# 2



# MEDIA & ADVERTISING



## SPEED DATING WITH INNOVATIONS

Marketers formerly strived to be good story-tellers, but in today's hyper-connected world, the time-deprived consumer must be attracted and persuaded in a matter of seconds. This means marketers need to operate more like a speed dater. This white paper sets out how you can build an effective “pick-up line”.

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## KEEPING THE SHOW ON THE ROAD

The coronavirus crisis has forced change upon the world of audience measurement. But this is not a time to stop measuring. Instead, we should focus on investigating alternative, virus-resistant methods that will allow us to continue to offer insights into how media audiences are changing.

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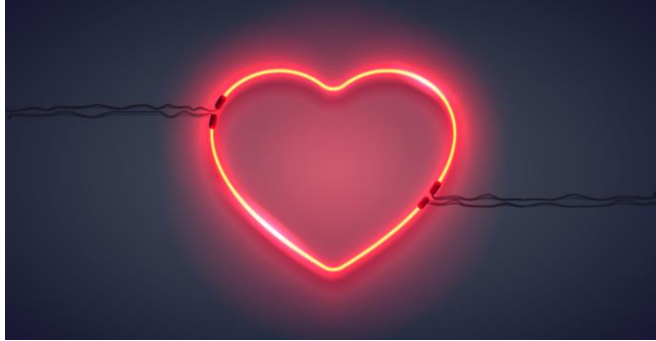
## BE BOLD, BE CREATIVE, DO RESEARCH!

Strong ideas are essential for advertisers to grab attention and grow powerful brands. This requires making bolder creative choices. While this can turn a business around, it is also risky. Three examples of breakthrough campaigns illustrate how early communication research can help capture that creative spark.

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# MEDIA & ADVERTISING



## SELLING CREATIVE RESEARCH SHORT?

Pre-launch creative evaluation tests are often considered to only be helpful to select and optimise ads with immediate sales objectives, which can fuel short-term thinking and hamper long-term brand success. This paper shows how, when used in the right way, it can also drive long-term business outcomes.

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## ITS ABOUT TIME: MEASURING MEDIA IMPACT

Advertisers need to know who is exposed to their campaign messages touchpoints to make informed decisions about where to invest their media budget. This paper shows how time can be incorporated into audience measurement to guide these choices.

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## ON THE MOVE; OUT OF HOME ADVERTISING

Out of Home advertising has long been associated with men in boiler suits with buckets of glue pasting up billboards in the middle of the night, digital has brought this medium into the modern day. It now requires new forms of audience measurement to track pedestrian footfall and help ad placement.

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# MEDIA & ADVERTISING



## LAST IMPRESSIONS ALSO COUNT

We're forever told of the importance of making a good first impression, but, what about last impressions? This paper suggests that our memories can be governed more by how an experience ends than how it begins, and explores what this means for ad design.

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## MEDIA OPTIMIZATION

The abundance of lower-cost media options today has changed the parameters of many media plans. But marketers must choose media based on value and strength, not just cost. This paper provides seven tips for optimising media planning to maximise value.

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## ARE YOU USING SOCIAL DATA OPTIMALLY?

Social media data is being recognised by marketers as a goldmine for consumer insights and is slowly becoming an intrinsic part of consumer research. Focusing on the Indian market, this paper provides an overview of how we can optimise social media data for marketers.

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# MEDIA & ADVERTISING



## VIEWABILITY MATTERS

The promise of online advertising was to deliver more relevant, timely and targeted communications for the mutual benefit of consumers and advertisers. But it hasn't turned out like that – yet. This paper discusses the importance of viewability in advertising.

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## A DULL CATEGORY DOESN'T HAVE TO MEAN DULL ADS

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.

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## THE RISE OF FAKISM

'Fakism' is one of the disruptive creative strategies advertisers have used to get more attention, by playing on an underlying tension between truth and fiction. Its use – and misuse – by brands in advertising is investigated here.

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# MEDIA & ADVERTISING



## THERE IS A BETTER WAY: DIGITAL MEASUREMENT

Digital measurement comes under the microscope in this paper, specifically in relation to challenges facing clients today. It moves beyond the claims of fast, good and cheap digital measurement to discuss how it is possible to build stronger brands.

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## AUDIENCE MEASUREMENT 5.0

Every four years the World Cup creates unparalleled global excitement. This article explores how the mood of the crowd can influence the return on interest of an advertising campaign and provides recommendations on the winning advertising strategy.

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## “MOODVERTISING” DURING THE WORLD CUP – 2 PARTS

Every four years the World Cup creates unparalleled global excitement. This article explores how the mood of the crowd can influence the return on interest of an advertising campaign and provides recommendations on the winning advertising strategy.

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# MEDIA & ADVERTISING



## BREAKING THE STEREOTYPE

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.

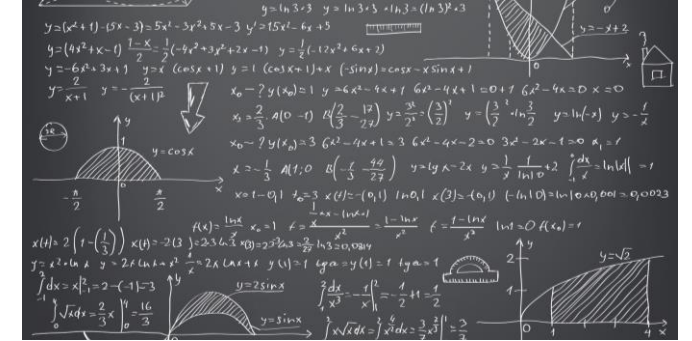
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## CONFESSIONS OF THE ADMEN

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?

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## THE AGE OF THE ALGORITHM

This white paper investigates 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.

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# MEDIA & ADVERTISING



## AD-BLOCKING PURGATORY TO PROGRAMMATIC NIRVANA

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 paper outlines the path from ad-blocking purgatory to programmatic nirvana.

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## MICRO-TARGET OR TARGET EVERYONE?

What is the best way to get the right amount of reach but also the right precision? Some 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 brand? Frustrating though it may be – the answer is “it depends”.

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## FEEDING THE MACHINES: PROGRAMMATIC BUYING

“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

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# MEDIA & ADVERTISING



## DIAMONDS ARE NO LONGER FOREVER

Emotion-based advertising can be highly effective, but only within a strong and consistent brand framework. This has to respond to how ideas and values change. For example, the concept of 'forever' appeals less to Millennials whereas honesty, authenticity and truth are more important.

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## BRAND PURPOSE: WHAT'S THE POINT OF YOU?

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. This paper focuses on the three things that matter.

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## GETTING BRAND ASSETS RIGHT

This paper presents an Ipsos approach that can help clients to strengthen their brand by prioritising a set of unique brand assets and reinforcing them through communication and packaging.

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# NEW METHODS & TECHNIQUES

# 3



# NEW METHODS & TECHNIQUES



## A NEW WORLD: TRANSITIONING ONLINE

The decision to move from offline to online research should not be “if”, but when. Drawing on 20 years of Ipsos experience in transitioning research online in different parts of the world, our white paper tells us what to consider when moving research online.

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## MOBILE FIRST SURVEY DESIGN

There are 3.5 billion smartphone users in the world., and usership is expected to grow by several hundred million in the next few years. This affects how we conduct research. To be relevant today and future-proof for tomorrow, surveys must follow a mobile first approach.

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## MULTI-SOURCE HEALTHCARE DATA

The world of pharma business insight is likely to change as it embraces a multi-data source reality. We show how to integrate different data sources – from wearables data to patient record forms – to build a fuller picture.

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# NEW METHODS & TECHNIQUES



## NAVIGATING THE ONLINE SAMPLE MARKET

We give an overview of the online sample market, things to watch out for, and outline how to ensure that the respondent sample used to power research studies is accurate, fit for purpose, and a reliable basis for producing quality data that influences decisions.

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## DECODING THE LEAD USER INNOVATION LANDSCAPE

Innovation research shows that it is not the producers but the consumers who are the real pioneers. Businesses should place these 'lead users' at the centre of product development. This new research method offers a cheaper and more efficient way of doing so, using machine learning and expert validation.

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## IS YOUR INNOVATION RESEARCH ON ITS BEST BEHAVIOUR?

Fighting back at criticism of surveys, this white paper shows how, through smart design, they can – in fact – be used to measure respondent behaviour and in this way predict the success of product innovations.

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# NEW METHODS & TECHNIQUES



## FOR THE LOVE OF MONEY?

Managing effective online communities for research insights requires moving past the transactional relationships of pay-for-participation methods. This paper evaluates the levels of engagement and quality of responses depending on what motivates participants to get involved.

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## HOW TECHNOLOGY CAN FUEL BEHAVIOURAL RESEARCH

With disruption creating fast-changing consumer behaviours and attitudes, it is essential for Usage and Attitude Surveys (U&A) to evolve as well. This paper outlines how technology is creating three “new rules of the road”.

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## HIGH HOPES: TIPS FOR TEXT ANALYTICS

Text analytics is now an established component of many market research programmes. However, as its popularity has increased, so have expectations of what it can deliver. Here are five rules to follow to ensure more success in using text analytics tools.

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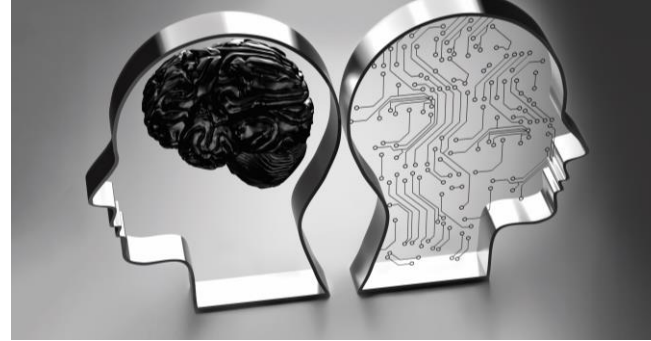
# NEW METHODS & TECHNIQUES



## VIRTUAL REALITY: HYPE OR THE FUTURE?

Virtual Reality (VR) technology has been around for at least a decade, and you could say it's now more sci-fi than sci-fi. However, it hasn't yet hit mass adoption; so where are we at now and where is it heading?

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## HUMAN CURATION IN AN AI WORLD

The unique qualities of human curation are essential in an age of 'infobesity'. This paper presents Ipsos' view on how to combine human and AI techniques for better insights and business impact.

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## INNOVATING IN CHALLENGING TIMES

Continuing to research during a crisis allows businesses to better predict and prepare for what to do next. We find that consumers tend to be more open to new ideas/products when their normal routines have been interrupted.

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[SEE ISSUE 2](#)



# NEW METHODS & TECHNIQUES



## FOUR WAYS AGILE RESEARCH WILL EVOLVE TO DRIVE INNOVATION

In today's hyper-accelerated world, virtually every business, every marketer and every researcher wants to be "agile". This paper shows how a seismic change in innovation research offers promise.

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## ETHNOGRAPHY: AN UNFILTERED VIEW OF REALITY

An exploration of what the research method of ethnography entails, i.e. switching from situation-focused to participant-lead, as well as how it can be used to investigate cultural practices, consumer behaviour and social norms.

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## SLOWING DOWN TO BE FASTER

Looking at views from industry leaders and Ipsos' own insights, this paper explores the relative value of speed and time vs creativity and innovation. It argues that it is paramount to invest time at the start of the development process instead for better business results.

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# NEW METHODS & TECHNIQUES



## WHEN DIFFERENCE DOESN'T MEAN DIFFERENT

We present approaches for organisations to tackle cultural response bias, so they can continue to benefit from global studies and gather reliable, efficient and effective results to advance their Customer Experience strategies.

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## SURVEYS IN AN AGE OF BEHAVIOURAL SCIENCE

Behavioural Science is the subject of a huge amount of discussion and activity within the research industry. We discuss the questions it raises about how to best understand human behaviour, such as the need to ask questions and the value of self-reporting.

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## A SHARPER VISION OF YOUR BRAND AND CATEGORY

This thought piece presents case studies on how to use social media data to quickly, efficiently, and accurately identify consumers' mental associations relevant to brands. This dynamic source can be used to build market structure maps, helping with brand positioning.

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# NEW METHODS & TECHNIQUES



## INCREMENTAL VS. MONUMENTAL DECISION-MAKING

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.

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## AN EFFICIENT ALTERNATIVE TO CONCEPT OPTIMIZATION

You’ve narrowed down the best insights, benefits, and reasons to believe in your concept. Now, this paper will help you to determine how these elements will yield the greatest consumer appeal.

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## PROMISING BREAKTHROUGH INNOVATIONS

Breakthrough innovations can yield more than double the returns of other innovations, so are critical to future success. This paper looks at how to avoid making the wrong choices and missing out on this potential.

[READ WHITE PAPER](#)



# SOCIETY & POLITICS

# 4

# SOCIETY & POLITICS



## THE FUTURE OF MOBILITY

We explore the latest consumer thinking in 10 different markets around the three main mobility trends: electric vehicles, autonomous vehicles and shared mobility, their impact on the automotive industry, and what this means for the future of transport.

[See other papers on the future of mobility.](#)

**READ WHITE PAPER**



## THE ILLUSION OF STABILITY: WHAT WORRIES THE WORLD

Ipsos' *What Worries the World* survey has been running for over 100 months and has found that, during this time, the top social and political concerns of citizens around the world have remained fairly stable. This paper reviews the key survey findings and discovers the trends beneath this 'illusion of stability'.

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## WHO OWNS THE ENVIRONMENT?

With widespread increased concern about environmental issues and low levels of trust in the political establishment globally, is there fertile ground for a new era of Green politics? This white paper on how the national Green parties are faring in 8 countries shows that this depends on where you look.

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# SOCIETY & POLITICS



## HOW THE ASIAN MOTHER IS CHANGING

The Asian mother is willing to part with traditions. Our Mothering Excellence study explores mothering strategies through the lens of core human motivations in 11 key countries in Asia, revealing ways through which it is possible to connect with this demographic.

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## IN MEDIA WE TRUST?

As chants of “fake news” ring out around the world, this paper asks: is there really a crisis of trust in the media? It finds that this trust issue is mainly focused on digital platforms, and there is great variation in opinions between emerging and established markets.

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## SUPER-AGEING JAPAN

A paper on “super-ageing” Japan looks at the dynamics of population change in the country. It includes a focus on the generation who are squeezed in the middle between caring for children and older relatives, in an increasingly insecure work environment.

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# SOCIETY & POLITICS



## AFRICAN LIONS: AFRICA'S RISING MIDDLE CLASS

The African middle class are thriving, and with that brings new opportunities. But who exactly are the African middle class? And how can we understand more about them? We look at the continent's consumer landscape, including household finances, shopping, nutrition, brand relationships and media usage.

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## A SINGAPORE PERSPECTIVE ON PLASTICS

In Singapore and around the world, new expectations and behaviours around sustainable packaging are creating a new commercial imperative. This paper presents the story on plastic packaging and waste in Singapore and opportunities for brands to drive change.

[READ WHITE PAPER](#)



## VACATIONS IN JAPAN

Our global survey finds that the typical Japanese employee is least likely to use their holiday allowance. But understanding the cultural context reveals that the hesitance to take holiday is not necessarily a reflection of a comparatively more workaholic mindset of the Japanese employee.

[READ WHITE PAPER](#)

# SOCIETY & POLITICS



## UNMASKING THE NAIJA LIFESTYLE

This briefing paper provides an immersion into life in Nigeria, based on research findings from the local Ipsos team and told through the eyes of three typical Nigerians. It reveals consumer habits, cultural insights and a picture of the current economic conditions.

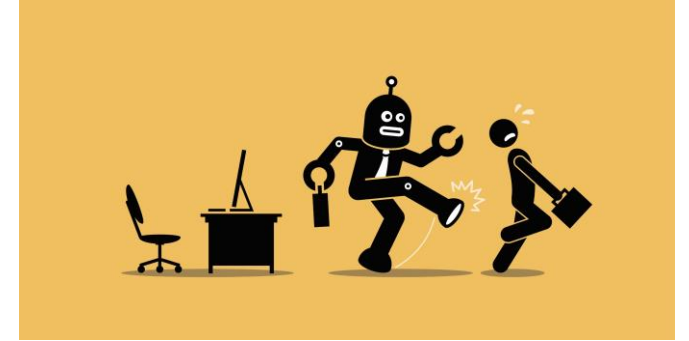
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## COGNITIVE BATTLEFIELD

Our attitudes and opinions are undoubtedly influenced by the information we are exposed to. In the [first paper](#) of the series, we present a framework for understanding how this works and [the second](#) includes a case study for crafting persuasive messages, looking at American citizens' views of the economy.

[READ WHITE PAPER](#)



## AI, AUTOMATION AND CORPORATE REPUTATION

With AI and automation becoming an option for many businesses, this paper asks what the social impact and reputational impacts will be, presenting views from both the public and policy-makers.

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# SOCIETY & POLITICS



## CORPORATE REPUTATION: KEY QUESTIONS ANSWERED

If you are building trust, you are building reputation. This is intuitively the ideal for which companies aim, and is the foundation of Ipsos' approach to reputation. This paper looks at 12 key questions that will help businesses to unlock the value of reputation.

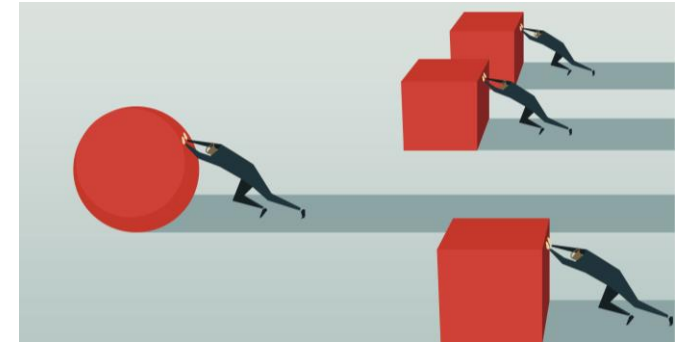
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## THE CYBERCRIME THREAT TO CORPORATE REPUTATION

With a number of high profile attacks bringing cybercrime to the forefront of corporate minds, this white paper investigates the threat to company reputation, looking specifically at findings from UK businesses.

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## REPUTATION, RESILIENCY AND RESULTS

This white paper unpicks the characteristics of the world's most trusted - and reputable - companies. It finds that the ability to combine strong business performance with a social conscience is something that is shared by companies in the "top tier" of trust.

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# SOCIETY & POLITICS

## UNDERSTANDING SOCIETY



### A WOMAN'S WORLD

In the spirit of truly understanding the realities of women's lives, our *Understanding Society* publication on gender equality highlights the diverse experiences of women across the globe – ranging from those who have been displaced because of conflict to those at the very top of business and public life.

[READ THE REPORT](#)



### PROJECT UNDERSTANDING: GLOBAL REFUGEE CRISIS

*Project Understanding* is a special edition of our *Understanding Society* publications on the global refugee crises around the world. The research seeks to drive the public debate about refugees out of a stalemate and discover the keys to unlock public hearts and minds on refugee issues.

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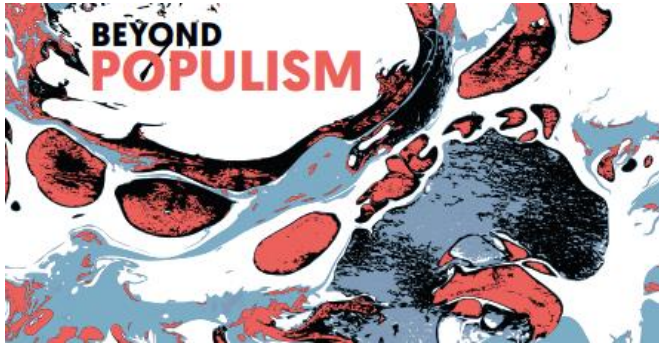
### TOMORROW'S BUSINESS

Looking at the transformed political, cultural and economic landscape of Britain after it votes to leave the European Union, this edition of *Understanding Society* sheds light on the themes of productivity, skills, new technologies, and trade.

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# SOCIETY & POLITICS

## *UNDERSTANDING SOCIETY*



### BEYOND POPULISM

This edition brings together a wide range of influential voices and the latest ideas that are shaping the public and political debate on populism. It questions whether it is a global phenomenon and explores the local contexts in different locations around the world.

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### A HEALTHY UNDERSTANDING

This international edition of *Understanding Society* draws together Ipsos research across 30 countries to explore the state of health both nationally and internationally, covering a range of health issues.

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### PUTTING PEOPLE IN THE PICTURE

As sustainable development becomes ever more embedded in government and business, the world of research has increasingly shifted its thinking to economic and environmental impacts.

[READ THE REPORT](#)

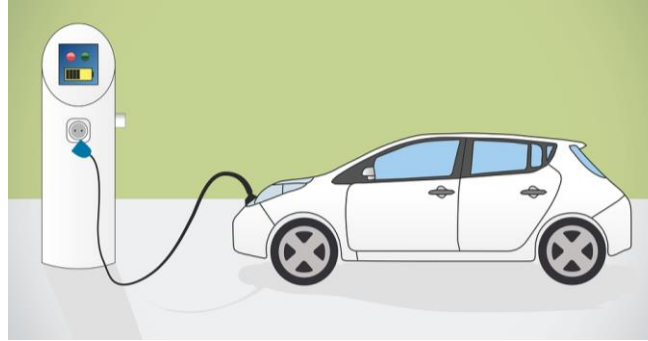
# SOCIETY & POLITICS



## THE FUTURE OF MOBILITY: DRIVERLESS CARS

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. As well as the technological advances of 'disruptive driving', it shows attitudes by region and age group as well as their concerns about the future.

[READ WHITE PAPER](#)



## THE FUTURE OF MOBILITY: ELECTRIFICATION

Electric vehicles have been around for many years but are attracting more and more consumers due to environmental concerns and the rise of fuel prices. This paper analyses the results of interviews with more than 130,000 from consumers around the world on the electrification of mobility.

[READ WHITE PAPER](#)



## THE FUTURE OF MOBILITY: SHARED MOBILITY

The third paper in our Future of Mobility series, looks at the rise and development of car-sharing and ride-sharing. A raft of new mobility services have become a part of day-to-day for many and form the modern alternatives to traditional public transport or taxis and cars.

[READ WHITE PAPER](#)



# FLAIR

The Ipsos Flair collection presents in-depth reports provide detailed analysis on society, markets and people these countries.

# 5



# FLAIR



## BRAZIL 2020: WATERCOLOUR OR MOSAIC

As Brazil grapples with a series of crises, this edition of *Ipsos Flair* finds that political polarization, rising conservatism and high social media usage are among the main forces shaping Brazilian society today.

[See the full report in Portuguese.](#)

[Read the 10 key points.](#)

[READ THE REPORT](#)



## RUSSIA 2020: IN SEARCH OF SUSTAINABILITY

Sustainability is the theme of this year's *Ipsos Flair* report from Russia. It focuses on how changing attitudes towards sustainability are impacting life in the country, affecting consumer and corporate behaviour and driving innovations.

[See the full report in Russian.](#)

[READ THE REPORT](#)



## SOUTH KOREA 2020: CUSTOMIZED & CONNECTED

South Korea has been dubbed the “miracle of the Han river” after its unprecedented economic growth. It is known for technology, beauty and culture, but this *Flair* report presents the key trends in society today, from an environmental awareness to healthy ageing and pioneering the sharing economy.

[READ THE REPORT](#)

# FLAIR



## INDONESIA 2019: NOW OR NEVER

The second edition of Indonesia Flair presents a dynamic and thriving nation with a strong sense of entrepreneurialism. Indonesia is growing in international importance but remains surprisingly absent from conversations abroad.

[Read the 10 key points.](#)

**READ THE REPORT**



## IVORY COAST 2019: ARE WE ONE?

The first edition of Flair on an African nation looks at Ivory Coast. We analyse the economy, consumer trends and changes in society, including gender inequality and the tension between young people and tradition.

[Read the 10 key points.](#)

**READ THE REPORT**



## ITALY 2019: COMMUNITARIAN AND COSMOPOLITAN

The theme of the 2019 edition of Flair on Italy is the communitarian and cosmopolitan divides of society, following the political and economic upheavals of the previous year.

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# FLAIR



## RUSSIA 2019: THE TIME OF ADJUSTMENTS

The first edition of Flair Russia provides an in-depth guide to what many consider a mysterious country. The report shows that it is all about Russia's people; their aspirations, expectations, and their everyday life.

[Read the 10 key points.](#)

**READ THE REPORT**

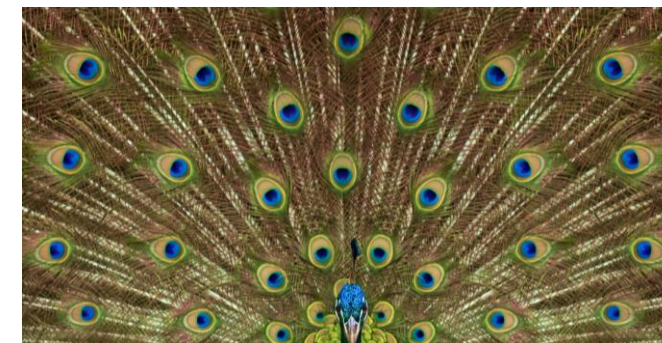


## BRAZIL 2019: THE SOUND AND THE NOISE

Our fifth edition of Flair Brazil comes as the country elects a new authoritarian leader. It explores the sound and noise of diverse and conflictual voices from a shifting society.

[Read the 10 key points.](#)

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## INDIA 2018: ASPIRATION TO ACTION

Written with the view that in 2018, the Indian economy would be the fifth largest globally, Flair India captures the latest trends, opportunities and thinking in the country.

**READ THE REPORT**

# FLAIR



## FRANCE 2018: SIMMER, SHUDDER OR QUIVER?

Flair France 2018 sees three possible scenarios for the country in the coming year: anger at undelivered promises, shock at how fast the world is changing or joy at the notion of future progress.

[READ THE REPORT](#)



## INDONESIA 2018: DEALING WITH OPPOSITES

Flair Indonesia 2018 reveals a paradox in society, where the four richest men in Indonesia are richer than the 100 million poorest people.

[See the 10 key points.](#)

[READ THE REPORT](#)



## THAILAND 2017: BEYOND THE CONCERNS

Flair Thailand 2017: “Beyond the concerns”, offers a unique perspective on the mood of the nation in a crucial year for the Thai economy which has suffered from weak growth.

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# FLAIR



## COLUMBIA 2017: REVIVING

“Reviving” is the word of the year for Flair Colombia 2017, and in all Colombians’ hopes and dreams. The report sees that despite 28% of the Colombian population living in poverty, conditions are conducive to progress.

[READ THE REPORT](#)

## PERU 2017: FROM INFORMALITY TO MODERNITY

Flair Peru 2017: “From informality to modernity” explores the Peruvian individual as consumer, citizen, spectator and employee with the aim of overturning stereotypes and thinking in an innovative way.

[READ THE REPORT](#)

## MEXICO 2016: A YEAR OF SCRUTINY AND CHANGE

There's one thing we can say for sure. When it comes to Mexico, whenever things seem to be reaching a breaking point, the country and its people find ways to stave off the bad and cultivate the good.

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# GLOBAL ADVISOR

# 6

Survey results on current themes from our monthly online interviews in 20+ countries around the world.

# GLOBAL ADVISOR



## GLOBAL HAPPINESS STUDY

Two thirds of adults (64%) globally across 28 countries consider themselves to be happy, fewer than in previous years. The survey also finds out which things make people the most happy.

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## THE FUTURE OF AGEING

Views from 30 countries on different aspects of ageing, including levels of optimism or pessimism towards growing older and how people are preparing for later life.

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## EARTH DAY 2020

We ask people in 14 countries about the environmental issues that concern them the most, what they do to tackle them, and preferred policy options.

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# GLOBAL ADVISOR



## END OF THE WAR SURVEY

A 28-country survey to mark the 75<sup>th</sup> anniversary of the end of World War II, looking at public opinion globally.

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## WHAT WORRIES THE WORLD

Ipsos' *What Worries the World* survey presents a global view of what the public consider to be the top social and political issues facing their country today, putting this question to citizens in 28 countries.

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Find more Global Advisor reports on a range of topics at [Ipsos.com](https://www.ipsos.com)



## GLOBAL CONSUMER CONFIDENCE

The Consumer Confidence Index reflects consumer attitudes in 24 countries on the current and future state of their local economy, their personal finance, savings and confidence to make investments.

[SEE LATEST SURVEY](#)



# IPSOS UPDATE

# 7

Our monthly round-up of the latest research and thinking from Ipsos around the world



# IPSOS UPDATE

MAY 2020

This edition of Ipsos Update includes recent white papers and reports on:

- Coronavirus
- Climate change
- Corporate reputation
- Designing surveys for mobile
- Media consumption habits.

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# ENCYCLOPEDIA

# 8

The Ipsos Encyclopedia is our unique glossary of market research terms.



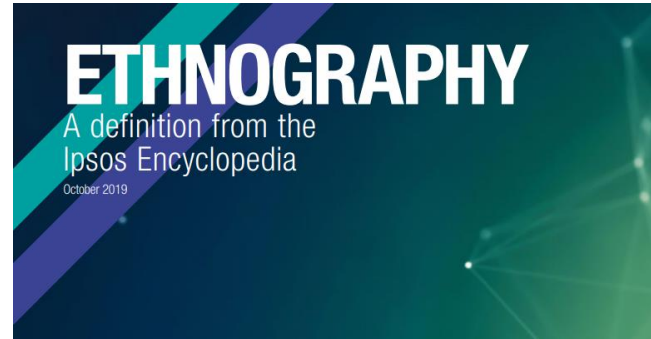
# ENCYCLOPEDIA - EXTRACTS

Contact: [IKC@Ipsos.com](mailto:IKC@Ipsos.com) for information on  
Encyclopedia definitions



Brand Value Creator (BVC) is Ipsos' holistic measurement system that measures brand equity in a competitive context, with two dimensions; people's attitude to brands or how they feel towards brands and situational influences, the in-market elements that shape behavior - what people really do at the point or moment of purchase.

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Ethnography is a qualitative research method derived from the fieldwork practices of anthropology. It is often characterised by its emphasis on spending extended periods of time with people or groups of people to generate/create a holistic picture of cultural practices.

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Market Research Online Communities (MROCs) are a widely adopted research tool used for a variety of online qualitative and quantitative research engagements. Typically, a defined audience is recruited into an online space and engaged for a specified duration of time – anywhere from days to weeks to months or years – depending on the research objectives and needs of the client.

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GAME CHANGERS

