

IPSOS FLAIR: UNDERSTAND TO FORESEE

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Despite a challenging environment marked by the Covid-19 crisis, the ambition of *Ipsos Flair* hasn't changed. It is an international publication about the values and attitudes of consumer-citizens and how they shape their views on all actors of society, providing in-depth analysis and recommending the best strategies.

It is a good moment to help people around the world to better understand Russia based on research and experience of our experts.

Ipsos Flair is about instinct and intuition, the ability to capture the

atmosphere of a country, to perceive the right direction, and to know when to act.

It is another way of seeing, with survey results as sociological symptoms to understand the true relationship between people and everything around them.

Breaking away from stereotypes, Flair affirms Ipsos' intellectual leadership, freedom of spirit, and expertise through:

- Analysis of people's motivations and expectations

(their perceptions, trust, and frustrations)

- Exploring key topics (including demographic shifts, the environment, consumer behaviour, new attitudes, and the impact of technology)
- Success stories and case studies.

This year, we focus on what the Covid-19 crisis had changed in the behavior of Russian consumers, but where possible going further to consider their roots and cultural developments.

By bringing together diverse and complementary perspectives, the Ipsos Flair series helps our clients to formulate and to fine-tune their strategic planning approaches. Flair is just one tool that allows Ipsos to: *"Be Sure. Act Smarter"*.

Enjoy your reading!

Flair is also developed in Brazil, China, France, India, Indonesia, Italy, the Kingdom of Saudi Arabia, Mexico, Peru, South Korea and Thailand.