

Inclusion in Qualitative Research

ALWAYS A PRIORITY

Authenticity is Critical

Over the past several years, Ipsos research has shown that **brand trust not only depends on the quality of products and services**, but also on **whether brands have a positive impact on society and deliver on the principles companies communicate**.

55% of Americans think corporations should take a stand on social issues

Ipsos UU: The Voice of All People

Templates, routine ways of working, and undue speed may inadvertently invite bias, giving preferences to more traditional approaches and audiences.

At Ipsos UU, we know that interrupting bias is critical for best-in-class research, which is why we are passionate about helping our clients ensure representation, inclusion and cultural understanding throughout each stage of a qualitative research engagement:

Are you recruiting for inclusion?

We believe in representation of *all* people across qualitative research engagements, which can include (but isn't limited to) generation, gender identification, sexual orientation, family type, racial or ethnic group, income level and/or ability level.

Can your team relate to a variety of audiences?

When possible, we leverage the lived, academic and/or professional experience of our team to the specific research at hand, resulting in a more inclusive approach and depth of insight for our clients to act on.

Do you activate insights that drive empathy?

In addition to the experience of our qualitative team on any given project, we leverage our global and cultural expertise, Centers of Excellence and thought-leadership to provide you with actionable consumer truths that address your business needs.

SOME EXAMPLES OF OUR IMPACT



Merrill Lynch partnered with Ipsos on an immersive journey to better understand the stories, experiences and aspirations of three specific groups of clients – LGBTQ+, Black / African Americans, and Hispanic Americans – to not only understand how to help their clients achieve their financial goals, but to also be a force for positive change in the broader industry and the world. Dive into the Diverse Viewpoints [here](#)

A beauty brand wanted to understand how low vision and blind consumers independently navigate their personal care routines, as well as their experience with physical packaging designs and ease of use. Ipsos placed product with consumers to gain perceptions on two different bottles, then explored their experience via webcam in-depth interviews. This uncovered potential optimizations to further support their independent lifestyles.



A wireless communications company sought to understand how they could make their ads more culturally relevant / impactful, specifically understanding the viewpoints of Hispanic, Black and Asian Americans. Leveraging Ipsos moderators with shared experience or expertise with each culture or race, through qualitative conversations and analysis we were able to uncover six key principles across cultures, as well as specifics per culture, for the company to leverage.

Contact: **HEATHER CARRUTHERS**
heather.carruthers@ipsos.com

GAME CHANGERS

