

# THE DIRECTORY

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

July 2022

**GAME CHANGERS**



# **THE DIRECTORY**

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**

IN FOCUS – OMNICHANNEL & SUSTAINABILITY

## **2. MEDIA & ADVERTISING**

## **3. NEW METHODS & TECHNIQUES**

IN FOCUS – FUTURE OF INSIGHTS

## **4. SOCIETY & POLITICS**

IN FOCUS – SUSTAINABILITY

## **5. FLAIR COLLECTION**

In-depth country reports

## **6. GLOBAL ADVISOR**

Our international survey research programme on key issues facing the world

## **7. IPSOS UPDATE**

Our monthly round-up of the latest Ipsos research

All material included in The Directory can be found on **[www.ipsos.com](http://www.ipsos.com)**.



# CONSUMER & SHOPPER

1

# CONSUMER & SHOPPER IN FOCUS | OMNICHANNEL



## BEYOND OMNICHANNEL TO CONVERGENT

Retail is adapting at an exponential rate, going from multichannel to omnichannel to convergent commerce. Brands are building their own platforms with unique ecosystems, integrating into consumers' lives.

[READ WHITE PAPER](#)



## CONVERGENT COMMERCE

Retail channels have proliferated in recent years while digital and physical environments are blending. We explore the emerging world of convergent commerce, where a binary offline vs. online divide no longer applies.

[READ WHITE PAPER](#)



## HUMANISING OMNICHANNEL

Providing a seamless customer experience and advocating customer-centricity are no longer enough. Neither is looking at omnichannel development through the technology lens. Retailers must design or rethink their channel strategy based on a personal understanding of their customers.

[READ WHITE PAPER](#)



# CONSUMER & SHOPPER

## IN FOCUS | OMNICHANNEL



### PRODUCT SUBSCRIPTIONS

The rapid acceleration of online shopping has also created friction within eCommerce. This paper identifies five common shopping barriers alongside reflections on how UX research can help to overcome them.

[READ WHITE PAPER](#)

### RETAIL ROLLERCOASTER

The pandemic has caused the world of retail a great deal of turbulence. This paper presents some of our key observations of this time, a neuroscience perspective of consumer behaviour, and explores whether we are moving in new directions or rather experiencing an acceleration of trends.

[READ WHITE PAPER](#)

### VOICE COMMERCE

Voice assistants are already a part of our lives on our smartphones, watches, headphones, speakers, refrigerators, and home hubs. However, buying products/services through 'Voice Commerce' remains widely untapped. We explore future possibilities for this tool.

[READ WHITE PAPER](#)

# CONSUMER & SHOPPER

## IN FOCUS | OMNICHANNEL



### OPTIMISING ECOMMERCE

Product subscriptions have become increasingly popular during the pandemic. Is this just flirtation or are consumers showing true commitment to this convenient home-delivery purchase model? We look at the evidence. See our earlier paper: [Unpacking Subscription Models](#).

[READ WHITE PAPER](#)



### 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](#)



### CHANNEL PERFORMANCE

Brands must be confident that their channel strategies are implemented consistently. This paper provides guidance to those charged with managing their organisation's channels (physical, contact centre, digital), drawing on several case studies.

[READ WHITE PAPER](#)



# CONSUMER & SHOPPER

## IN FOCUS | SUSTAINABILITY



### THE THIRD MOMENT OF TRUTH

Sustainable packaging is becoming a greater concern to consumers: eight in 10 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.](#) / [Read our paper on Japan.](#)*

[READ WHITE PAPER](#)



### CLEAN, GREEN & AFFORDABLE

Packaging in the post-Covid 'new normal' is going to involve balancing competing tensions; the newly acute emphasis on hygiene, sustainability in the time of climate emergency, and the critical need to deliver value in recessionary times.

[READ WHITE PAPER](#)



### WHAT THE FUTURE: WASTE

In this issue of What the Future, learn about the state of waste and recycling. How can research and innovation reduce our waste production? Can we make trash a “sexy” topic? Don’t let this paper go to waste.

[READ WHITE PAPER](#)

# CONSUMER & SHOPPER



## THE BRAND-EXPERIENCE GAP

Brand and experience are becoming increasingly intertwined and organisations must pay attention to this powerful intersection. An explicit understanding of how customer experience (CX) impacts brand equity and growth is needed to build strong brands.

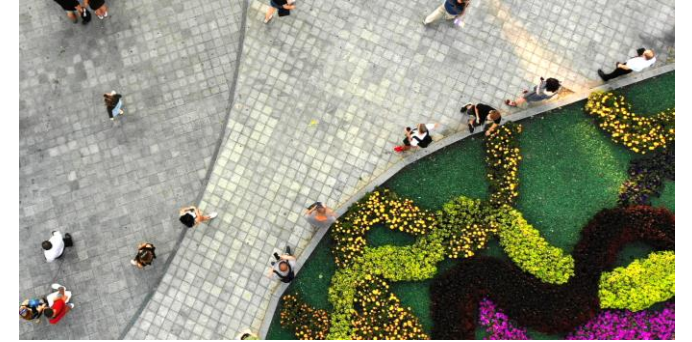
[READ WHITE PAPER](#)



## THE KEY TO YOUR CX SUCCESS

Key Performance Indicators (KPIs) are central to customer experience measurement and management. They are a powerful tool for change, and to work well, organisations need to ensure that their KPIs are right for them. We explore how to set the right targets.

[READ WHITE PAPER](#)



## CONSUMER CONSCIOUSNESS

Moving beyond the notion of customer-centricity, this paper outlines a framework for how organisations can better connect the data and insights at their disposal to become more "consumer-conscious".

[READ WHITE PAPER](#)



# CONSUMER & SHOPPER



## PUTTING IN THE EFFORT

Building on recent research and analysis in multiple sectors, this paper sheds new light on why it is essential for organisations to get the perceived balance of effort right in the eyes of customers.

[READ WHITE PAPER](#)



## MONEY TALKS OR BUDGET WALKS

Customer experience (CX) is no longer a measure of satisfaction, it is a business imperative. This paper addresses the link between customer experience success and the financial performance of organisations – return of customer experience investment (ROCXI).

[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. *Also see our analysis of the [Forces of CX in Latin America](#) (in English and Spanish).*

[READ WHITE PAPER](#)

# CONSUMER & SHOPPER



## INNOVATION IN INFLATIONARY TIMES

Three in four consumers globally are concerned that price increases in 2022 will outpace their income growth. We offer guidance to innovation leaders who face difficult decisions when price increases are inevitable.

[READ WHITE PAPER](#)



## SERVICE WITH A SMILE?

How can an organisation create meaningful “masked moments” that encourage customers to return, spend and recommend, while also ensuring customers and staff stay safe? This paper looks at delivering customer service in the face of mask wearing.

[See Latin America edition.](#)

[READ WHITE PAPER](#)



## CORONAVIRUS, BEHAVIOUR CHANGE AND BRAND RITUALS

We take an early look at how brands can play an enhanced roles in people’s lives during Coronavirus – when people are out of their automatic behavioural rhythms.

A [subsequent paper](#) looks at the formation of routines and rituals as a way for brands to become closely connected with customers.

[READ WHITE PAPER](#)



# CONSUMER & SHOPPER



## TRADING UP

We have seen a widespread and steady rise in recent years. But has the pandemic affected the positive momentum of premium brands? Our analysis of our global brand tracking database shows the long-term and more recent trends as we analyse the success drivers for premium brands.

[READ WHITE PAPER](#)



## 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](#)



## 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](#)

# CONSUMER & SHOPPER



## DANCING WITH DUALITY

Ipsos' brand growth story presents our latest understanding of how people make decisions in a mindful and mindless world. In light of this, we explore strategies for brands to connect with consumers – and influence brand choice.

Also in [French](#) and [Spanish](#).

[READ WHITE PAPER](#)



## A LITTLE HAPPINESS GOES A LONG WAY

It may be natural to think premium brands do badly during an economic downturn, but recognising our enduring need for occasional treats, premium products positioned as 'affordable indulgences' have an opportunity to perform well.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



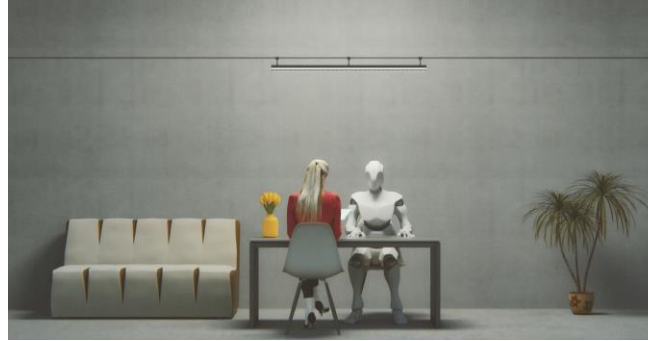
# CONSUMER & SHOPPER



## ENSURING COMPLIANCE

This Ipsos Views paper is essential reading for regulators and the regulated when comes to meeting standards and treating customers fairly. Make sure you aren't falling short on compliance and consider some of the insights outlined here.

[READ WHITE PAPER](#)



## THE AGE OF AI CONSUMER INSIGHTS

Pressure is mounting to stay competitive in rapidly changing markets, staying one step ahead of consumers is key. Step forth a new breed of AI-enabled consumer intelligence (AICI) to provide predictions and insights from vast amounts of data, allowing for proactive decision-making.

[READ WHITE PAPER](#)



## CONNECTED CPG

CPG growth lagging? Saturation, fragmentation, and commoditization holding you back? Explore this Ipsos Views paper on Connected CPG to unlock innovative technologies to grow deeper connections with consumers.

[READ WHITE PAPER](#)

# CONSUMER & SHOPPER



## DRIVING QUALITY

We may intuitively recognise that delivering great quality vehicles is a top priority for automotive manufacturers. But in this paper, we provide new evidence of this causal link between quality satisfaction and long-term business profitability.

[READ WHITE PAPER](#)



## BLACK FRIDAY: NEW LIFE FOR THE RETAIL STALWART?

Black Friday 2020 will be like no other. It could make or break retailers' years. It could mark the death knell of Black Friday itself.

Our tour of the history of Black Friday shows how it has moved from humble beginnings to a multi-day, digital retail extravaganza in many countries around the world.

[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.

[READ WHITE PAPER](#)



# MEDIA & ADVERTISING

# 2

# MEDIA & ADVERTISING



## FIRST IMPRESSIONS MATTER

The way we form first impressions of people can be applied to products, too. We present findings from our innovation research on how the first impressions that consumers form can determine whether they move towards a purchase or disengage completely.

[READ WHITE PAPER](#)



## WOMEN IN ADVERTISING

Media and advertising play an important role in our culture and reflect the social norms of our society. In this way, there is a societal responsibility in how brands portray women in their advertising. We also explore the business benefits of modern and positive gender representation.

[READ WHITE PAPER](#)



## WE DON'T NEED TO TALK ABOUT ADS

Advertising that gets talked about has the potential to deliver unpaid or earned reach – a bonus for marketers. In this paper, we highlight four key traits that advertising needs to evoke the right responses and be talked about online.

[READ WHITE PAPER](#)



# MEDIA & ADVERTISING



## PERSONALISED DIGITAL CREATIVE

A study on the impact of personalised banner advertising provides new evidence on how to effectively target particular audiences. We look at whether personalisation can better grab attention and grow brand relationships.

[READ WHITE PAPER](#)



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

Ipsos has partnered with the Trust Project on this report which identifies and explores the key factors influencing the future of trust and truth in media. It draws on data from a 29-country survey and features expert interviews.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



# 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”.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)

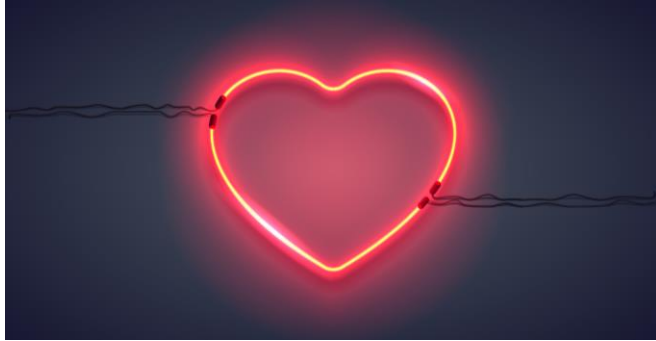


## BE BOLD, BE CREATIVE, DO RESEARCH!

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.

[READ WHITE PAPER](#)

# 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.

[READ WHITE PAPER](#)

## GET REAL, GET CREATIVE!

There are many paths to success in creative communications, but what often makes the difference is how campaigns are rooted in reality and how they relate to people's lives. We unpack what this means and show some examples of winning creative strategies.

[READ WHITE PAPER](#)

## 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.

[READ WHITE PAPER](#)

# MEDIA & ADVERTISING



## 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.

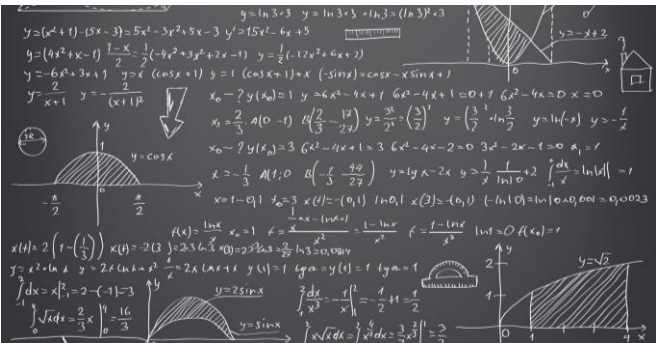
[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



# 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.

[READ WHITE PAPER](#)



## AUDIENCE MEASUREMENT 5.0

Audience measurement has become increasingly difficult with the expansion of digital media and platforms. Audience Measurement 5.0 aims to outline five core principles needed to track ratings in a new age of media consumption.

[READ WHITE PAPER](#)



## “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.

[READ WHITE PAPER](#)

# 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)

# 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.

[READ WHITE PAPER](#)



## 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”.

[READ WHITE PAPER](#)



## 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

[READ WHITE PAPER](#)



# NEW METHODS & TECHNIQUES

# 3



# NEW METHODS & TECHNIQUES IN FOCUS | THE FUTURE OF INSIGHTS

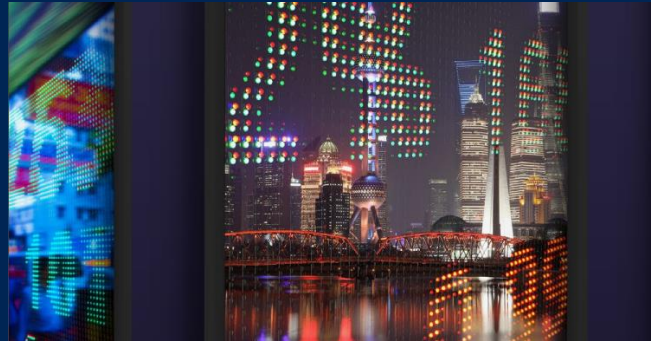


## TRANSFORMING THE INSIGHT FUNCTION

The “Future of Insights” series is based on the rich discussions we have been having with our clients about how research is changing and how to elevate its impact.

Is your insight function a real source of competitive advantage? We describe what needs to be in place to create one.

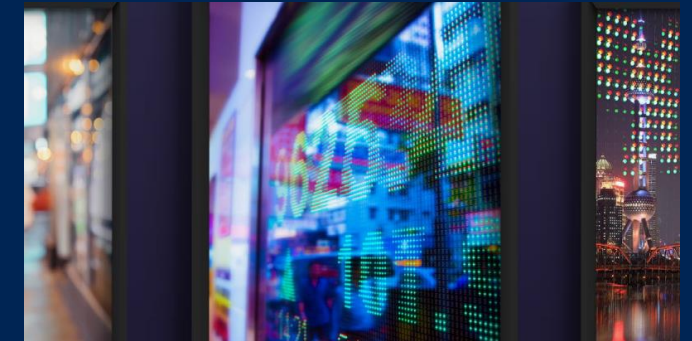
[READ WHITE PAPER](#)



## MOVING TO IMPACT

Building on the first paper in this series, here we set ideas on how to demonstrate the impact that insights have on business. This goes beyond just promoting our reason for existence – it ensures that investment goes to the right places and is driving the right business outcomes.

[READ WHITE PAPER](#)



## HARNESSING THE POWER OF DATA

This third paper explores the various approaches in how companies structure their data and analytics teams, the challenges they face in doing so, and the different paths available to create value and drive human-centricity.

[READ WHITE PAPER](#)

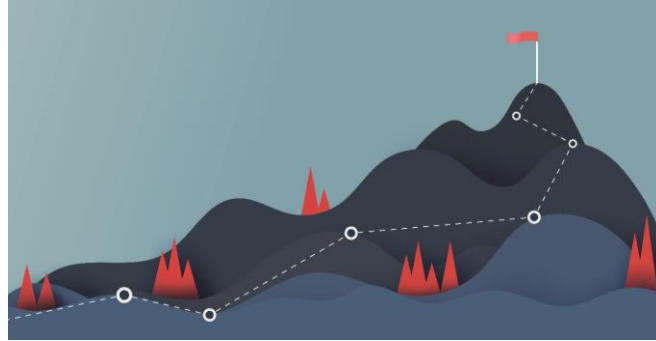
# NEW METHODS & TECHNIQUES



## EMPATHY AWAKENED

Researchers need to develop a strong sense of empathy to look into and understand the real-life experiences, deeper motivations and emotions of individuals. This paper outlines the importance of empathy and introduces a four-step framework for developing an empathetic approach for business.

[READ WHITE PAPER](#)



## START WITH THE END IN MIND

Segmentation initiatives tend to fail if putting thought into the activation stage is postponed to the end of the process. If this is accounted for early on, it's possible to take specific actions to ensure success. Read our three-step segmentation remedy.

[READ WHITE PAPER](#)



## A PANORAMIC VIEW

Defining the competition in today's hyperconnected world can be extremely challenging. This paper demonstrates how understanding consumers' decision-making processes can help companies to see where their competition lies and where the branding opportunities are.

[READ WHITE PAPER](#)



# NEW METHODS & TECHNIQUES



## TIME TO DECIDE

The time we take to make a choice can be telling. It reveals not only the strength of preferences and associations but also how we process information and make decisions. This new paper shows how Ipsos has been integrating response time into various research approaches.

[READ WHITE PAPER](#)



## MAKING THE MOST OF OUR REGRETS

What we can we learn from regrets? For the market researcher, regret is an important construct that can enhance our understanding of decision-making and consumer behaviour. Our research shows what regret can tell us about behaviour shift, behaviour stickiness, and behaviour intent.

[READ WHITE PAPER](#)



## TRUST IN RESEARCH

We believe that securing respondent trust is a cornerstone of delivering reliable and trustworthy research insights. This paper explores the essential elements of trust, how to establish trust with panellists, and motivate ongoing motivation, engagement and advocacy in market research.

[READ WHITE PAPER](#)

# NEW METHODS & TECHNIQUES



## EMBRACING MIXED MODE

The disruptive forces that shaped 2020 have made Mixed Mode research design increasingly important for ensuring research continuity and future-proofing studies. Using case studies, we examine the benefits of Mixed Mode.

Also read our [introduction to the topic](#).

[READ WHITE PAPER](#)



## THE POWER OF RESEARCH PANELS

Ipsos chooses to continually invest in online research panels because they deliver a consistent quality advantage over many other sources. We believe the future of market research will continue to depend of properly managed panels. Here are the reasons why.

[READ WHITE PAPER](#)



## THE SAY-DO GAP

Despite increases in reported concern about the environment, the adoption of more sustainable lifestyles is not advancing at the same rate. The reasons for this 'say-do' gap are complex, but our behavioural science framework can help to better understand the barriers, motivators and strategies for change.

[READ WHITE PAPER](#)

# NEW METHODS & TECHNIQUES



## THE PATIENT VOICE

Doctor-patient empathy is key to positive health outcomes, but this relationship is increasingly strained in today's healthcare environment. We explore how social analytics can help us understand the patient experience and bridge the empathy gap.

[READ WHITE PAPER](#)



## FROM UNSTRUCTURED DATA TO INTELLIGENCE

From social media monitoring to AI-based analytic approaches, the technology and data science advancements today help us to quickly make sense of huge amounts of data. This paper explores three broad building blocks of social media intelligence research.

[READ WHITE PAPER](#)



## WHEN DIFFERENCE DOESN'T MEAN DIFFERENT

Cultural response bias makes it very difficult to compare results between countries and reliably gauge whether disparities are the result of true differences in the performance measured, or simply due to cultural response styles. We show how it can be managed.

*Also in [Spanish](#).*

[READ WHITE PAPER](#)



# NEW METHODS & TECHNIQUES



## SHIFTING CONTEXT, SHIFTING PRIORITIES

The time is right for brands to review their strategy and the foundational insights on which it is based. This paper explores the growing evidence of how people are making new and different decisions— comparing data from before and during the pandemic.

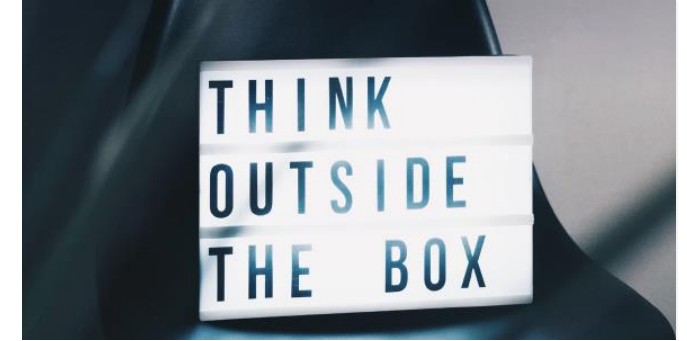
[READ WHITE PAPER](#)



## THE SCIENCE OF BEHAVIOUR CHANGE

Behaviour change is a vital interest to many, but only recently is it becoming a discipline in its own right. Our new paper outlines how Ipsos applies “MAPPS”, our behavioural science framework, to a behaviour change challenge in a way that is focussed on the solutions. [Also in Spanish.](#)

[READ WHITE PAPER](#)



## BIGGER INNOVATIONS NEED BIGGER DATA

It is not companies or manufacturers but the “lead users”, who are the real pioneers. Our new Innovation Spaces methodology uses semantic AI algorithms and social data to identify commercially promising lead user innovations in identified white spaces.

[READ WHITE PAPER](#)

# 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)

# NEW METHODS & TECHNIQUES



## A MATTER OF FACT?

Data science has been part of market research for years. But the challenge today is to master new, complex data sources and successfully integrate them. Looking at the tools and technology available today, but recognising there is no “magic algorithm”, we present practical solutions for using Big Data.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## ADAPTING PRODUCT TESTING IN CHALLENGING TIMES

Our Innovation research experts outline how approaches to product testing have adapted to meet the new challenges brought about by the pandemic. Moving forward, product testing will have to be contactless, leverage technology, and get social to help businesses grow.

[READ WHITE PAPER](#)



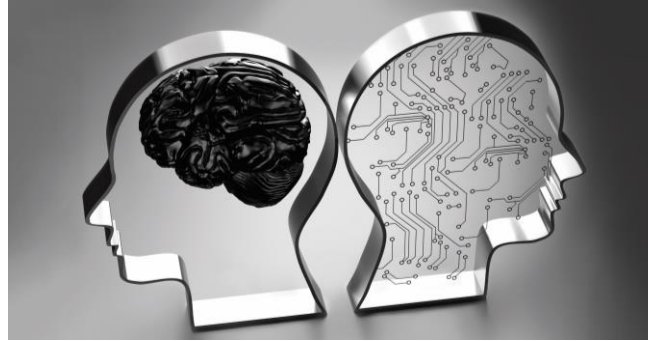
# NEW METHODS & TECHNIQUES



## PICTURES SPEAK LOUDER THAN WORDS

Our new metaphor elicitation technique can deepen our understanding of brand choice by capturing more intuitive consumer responses than traditional research allows. This paper shows how we can find out what people really think and feel about products and brands.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)

# 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.

[READ WHITE PAPER](#)



## 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”.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)

# 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-fact than sci-fi. However, it hasn't yet hit mass adoption; so where are we at now and where is it heading?

[READ WHITE PAPER](#)



## 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. [Our second paper](#) dives deeper to observe changing dynamics in specific categories.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



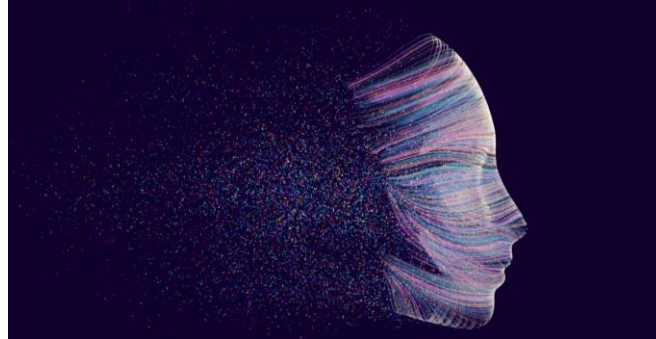
# NEW METHODS & TECHNIQUES



## ENGAGING LARGE ONLINE COMMUNITIES

How can you be authentic with consumers and ensure value to clients at large scale? At Ipsos, we believe we have helpful recommendations that solve this conundrum by combining a unique blend of qualitative and quantitative research.

[READ WHITE PAPER](#)



## BEYOND THE HYPE

Artificial Intelligence (AI) is being deployed in software across technologies all throughout different markets. It only seems right then to utilize AI for market research. This paper delves into AI enabled research to potentially produce faster, cheaper, and better results.

[READ WHITE PAPER](#)



## SOCIAL INTELLIGENCE DOS AND DON'TS

Listen to this special lively webinar with four brand leaders sharing their top tips for social intelligence program. Perfect for anyone who is just starting or wanting to re-examine their program.

[READ WHITE PAPER](#)

# SOCIETY & POLITICS

# 4



# SOCIETY & POLITICS IN FOCUS | SUSTAINABILITY



## THE SUSTAINABILITY IMPERATIVE

Is sustainability still a priority? Our response is a definitive yes. With mounting pressure, it is no longer a question of when companies should pursue a sustainability agenda, but how they should go about it. We unpack how to take action on sustainability today.

[READ WHITE PAPER](#)

## YOUTHFUL FATALISM

Have we crossed the point of no return? This landmark global study finds a large proportion of young people seem to think so. We also explore optimism among different groups and how this correlates with inequality.

[READ WHITE PAPER](#)

## EARTH DAY 2022

Our yearly paper on Earth Day takes a look at public action on climate change and the impacts of COP26. Despite increasing awareness, urgency to change our habits is sluggish.

[SEE REPORT](#)



# SOCIETY & POLITICS IN FOCUS | SUSTAINABILITY



## 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](#)



## 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.

[READ WHITE PAPER](#)



## GLOBAL COMMONS SURVEY

Climate change affects us all, perhaps there's a desire to see societal change. This study finds people are concerned with the state of nature, as well as awareness for drastic change based on science and effective communication.

[SEE REPORT](#)

# SOCIETY & POLITICS



## ONE MIND, MANY TRUTHS

Explore the concept of “Cognitive Polyphasia” with our Global CEO, Ben Page, which is the phenomena of holding conflicting ideas about the same thing without any cognitive dissonance.

[READ TRANSCRIPT](#)

## ONE MIND, MANY TRUTHS - PODCAST

Listen here for the full 20 minute interview with Ben Page.

[LISTEN TO PODCAST](#)

## 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.

[READ WHITE PAPER](#)

# SOCIETY & POLITICS



## TRUST MISPLACED?

Ipsos has partnered with the Trust Project on this report which identifies and explores the key factors influencing the future of trust and truth in media. It draws on data from a 29-country survey and features expert interviews.

[READ WHITE PAPER](#)



## TAKING A STAND

With people relying on companies to contribute to the pandemic recovery, our Corporate Reputation team explores public perception of companies and sets out some specific suggestions for those taking a stand.

[READ WHITE PAPER](#)



## OPINION POLLS

Political opinion polls come under great scrutiny in the run-up to elections as we try to make sense of political landscapes. We present the theory and practice of polling in different countries and contexts, enabling the reader to evaluate opinion polls for themselves.

[READ WHITE PAPER](#)



# SOCIETY & POLITICS



## EMPTIER PLANET

A future of global overpopulation that many of us recognise, even expect, are wrong. Our paper outlines the shock of the global population decline that is already underway, and what it means for society and government.

[READ WHITE PAPER](#)



## STAYING AFLOAT DURING A CRISIS

We review the key findings (so far) from our ongoing research during the pandemic and explore how brands can respond to this multi-dimensional crisis. Central to our analysis are the particular experiences of different countries.

[READ WHITE PAPER](#)



## GREAT EXPECTATIONS

The pharma industry has moved with unprecedented speed to safely progress COVID-19 vaccines through clinical trials. We explore the monumental global challenge of the vaccine and the opportunities and obstacles that lie ahead.

[READ WHITE PAPER](#)

# SOCIETY & POLITICS



## WELLNESS IN INDIA

Our latest India briefing paper explores the impact of Covid-19 and digitalisation on mental wellbeing. We focus on digital connectivity, mental health, stepping back, and consider the opportunities for brands to connect with people's lives.

[READ WHITE PAPER](#)



## INDIA: DATA DILEMMAS

Indians have an affinity for digital technology, but also salient data anxieties, creating a conflicting mindset. We look at this implications this has for brands – especially those which offer digital services.

[READ WHITE PAPER](#)



## INDIA: FOOD & WELLBEING

Indians have a love affair with food. A country of 1.3 billion people has as much diversity in its food habits as it has in its people. Food plays a strong part of Indian culture and tradition and unites people despite their culinary differences.

[READ WHITE PAPER](#)

# 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**



## NEW ERA OF MEDICINE?

Are physician and patients ready for new gene therapies? Moving from infancy to adolescence, gene therapies present an opportunity for novel treatments. However, hurdles still stand in the way and people have their doubts. Read Ipsos' Global Therapy Monitor to find out more.

**READ WHITE PAPER**



## THE ROLE OF CULTURE

In times of crisis, culture kicks in harder. How individual behaviours are shaped by shared values has become more apparent during the pandemic. The differences between countries in government messaging around stay-at-home orders is one example. Read about Ipsos' approach to understanding culture.

**READ WHITE PAPER**



# 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.

[READ WHITE PAPER](#)



## 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.

[READ WHITE PAPER](#)



## BRIEFINGS ON JAPAN

A paper on [“super-ageing” Japan](#) looks at the dynamics of population change, focusing on the generation caught between caring for children and older relatives.

[On vacation habits](#), we explore why the Japanese are least likely globally to use their holiday allowance.

[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.

[READ WHITE PAPER](#)



## 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](#)



## DIGITAL DOCTOR

The results of our 14-country study show the difference a year can make. Healthcare professionals around the world have become significantly more knowledgeable and experienced in digital health during the pandemic. But will this trend continue?

[READ WHITE PAPER](#)

# 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.

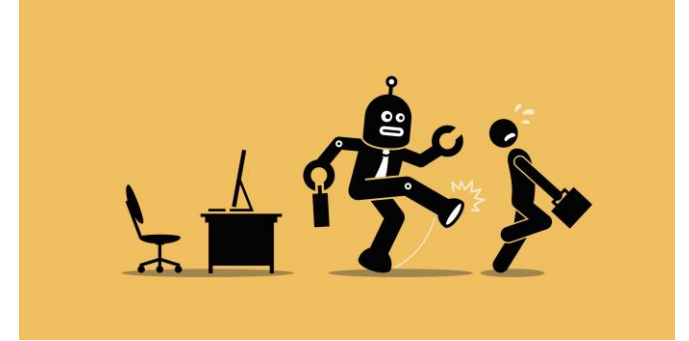
[READ WHITE PAPER](#)



## 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.

[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.

[READ WHITE PAPER](#)



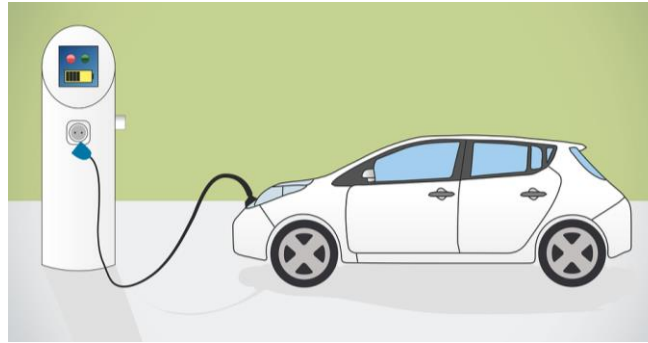
# SOCIETY & POLITICS



## 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](#)

# 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.

[READ THE REPORT](#)

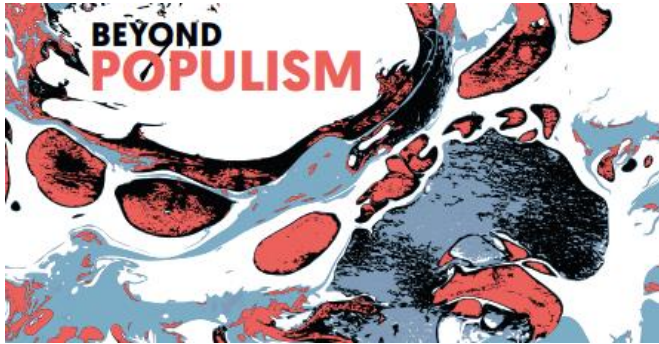
### TOMORROW'S BUSINESS

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.

[READ THE REPORT](#)

# 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.

[READ THE REPORT](#)



### A HEALTHY UNDERSTANDING

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

[READ THE REPORT](#)



### 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](#)



# FLAIR

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

# 5



# IPSOS FLAIR



## BRAZIL 2022

As we finally move into a year where Covid-19 is not the dominating concern, “Gaps & Bridges”, our state-of-the-nation report, explores the issues arising in its wake and examines which will prove most important in Brazil’s election year.

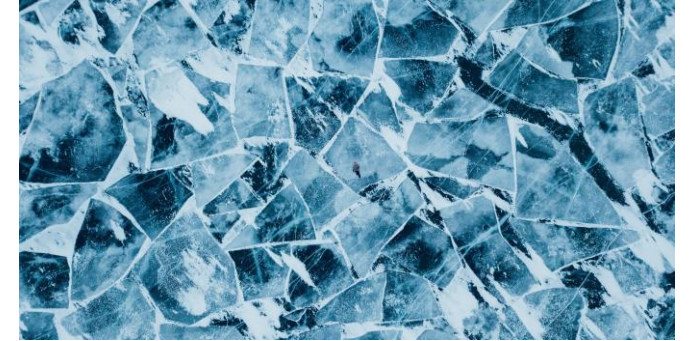
[READ THE REPORT](#)



## COLOMBIA 2021

Our in-depth publication on Colombian society, markets, and people, “Building on Diversity”, reflects a reality in which diversity can mean beauty and pride, but also tensions and conflict. Our team write about social context, consumer trends, popular wisdom, the Colombian family, and much more.

[READ THE REPORT](#)



## RUSSIA 2022

“In the Flow of Change” is a publication that analyses the socio-cultural profile of Russian people in the context of a changing world. Articles on family values, home, leisure, shopping, health, and more, help to build a human picture of consumers.

[READ THE REPORT](#)

# IPSOS FLAIR



## INDONESIA 2021

This year's edition of our Flair series in Indonesia focuses on how the country is returning to economic growth in the wake of the pandemic. While the outlook is positive, the question of environmental responsibility will be an important one.

[READ THE REPORT](#)



## ITALY 2021

The 2021 edition of *Italy Flair* picks out some of the key dynamics shaping society, including a shrinking middle class, growing inequality and distrust in elites. Our analysis also considers consumer trends in the Italian market.

[The full report is available in Italian.](#)

[READ THE REPORT](#)



## SAUDI ARABIA 2021

The first edition of *Ipsos Flair* in Saudi Arabia presents an in-depth view of society. Our local team analyses current trends and gives their perspective on themes including the economy, demographics, social media, food and infrastructure.

[See the full report or the 10 key points.](#)

[READ THE REPORT](#)



# IPSOS FLAIR



## SOUTH KOREA 2021

Our 2021 edition of Ipsos Flair, “Leading the Way”, presents an in-depth view of public opinion and consumer trends in a country that looks to have escaped some of the worst impacts of the Coronavirus pandemic.

*See the [full report](#) or the [10 key points](#).*

**READ THE REPORT**



## BRAZIL 2021: IN SICKNESS & IN HEALTH

The COVID-19 pandemic has hit Brazilian society hard and revealed deep inequalities in society. At the same time, the economic and health crises have functioned as an inflection point and accelerated transformation.

*[Read the 10 key points.](#)*  
*[See the full report in Portuguese.](#)*

**READ THE REPORT**



## RUSSIA 2021: PROGRESS

In the third edition of Flair Russia, Ipsos experts share their vision of what the future may hold for Russians in the coming years, looking at consumer behaviour trends in the context of the pandemic.

*[Read the 10 key points.](#)*  
*[See the full report in Russian.](#)*

**READ THE REPORT**

# IPSOS FLAIR



## FRANCE 2021: NOW OR NEVER

Our new deep-dive report into French society highlights the imbalances exposed by the pandemic and considers areas for urgent action. Ipsos experts discuss a range of the latest consumer trends.

[READ THE REPORT](#)



## 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 affecting consumer and corporate behaviour in the country.

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

[READ THE REPORT](#)

# IPSOS 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**



## 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**



# IPSOS 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.](#)

**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.

**READ THE REPORT**

# IPSOS 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](#)



## 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](#)



## 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.

[READ THE REPORT](#)

# IPSOS 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.

[READ THE REPORT](#)



# GLOBAL ADVISOR

# 6

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

# GLOBAL ADVISOR



## GLOBAL PREDICTIONS 2022

Marking another year impacted by Covid-19, our 33-country survey finds more than half saying that 2021 was a bad year for them and their family. But there is greater hope for the year ahead. We look at the expectations of the global public for 2022.

[SEE REPORT](#)



## WHAT WORRIES THE WORLD

Ipsos' *What Worries the World* survey presents a global view of the top social and political issues today, according to citizens in 28 countries. Also see our [Consumer Confidence Index](#) on the global economic outlook.

[SEE REPORT](#)

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



## VIEWS ON INFLATION

An Ipsos survey across 30 countries conducted at the end of 2021 finds six in 10 on average saying the prices they are now paying for many products and services seem higher than they were six months ago.

[SEE REPORT](#)

# GLOBAL ADVISOR



## INTERNATIONAL WOMEN'S DAY

A 2-part global survey release for International Women's Day examines attitudes to gender equality today. One-third of men across 30 countries believe feminism does more harm than good. Find data on gender bias, violence against women, childcare and careers.

[SEE REPORT 1](#)[SEE REPORT 2](#)

## CULTURE WARS

Although “culture wars” may not be a concept that is familiar to everyone, our 28-country study finds many agreeing that tensions exist in society. The key source of division is seen to be that of rich vs. poor, followed by politics and social class.

[SEE REPORT](#)

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



## GLOBAL HEALTH SERVICE MONITOR 2021

The Ipsos Global Health Service Monitor is an annual study that explores the biggest health challenges facing people today, and how well-equipped people think their country's healthcare services are to tackle them. Find here the 30-country survey results.

[SEE REPORT](#)



# IPSOS UPDATE

# 7

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



# IPSOS UPDATE

JULY 2022

This edition of Ipsos Update includes the latest selection of white papers and reports on:

- **Ipsos Pakistan 10<sup>th</sup> birthday**
- **Renewed summer travel**
- **World Refugee Day 2022**
- **Global CEO Ben Page podcast**
- **Engaging online communities**

**DOWNLOAD IPSOS UPDATE – JULY 2022**

**SEE PREVIOUS EDITIONS  
OF IPSOS UPDATE**

**ALSO FIND IT IN FRENCH  
& SPANISH**



# CONTACT

**This document is produced by the Ipsos Knowledge Centre for the use of colleagues and our clients.**

 [Email us](#)

 Find out more about Ipsos on [our website](#)

 [Ipsos on Twitter](#)

 [Ipsos on LinkedIn](#)



**THANK  
YOU**

**GAME CHANGERS**

