

IPSOS UU INSIGHTS DRIVE IMPACT

Future Insight

In these changing times, clients are engaging Ipsos UU more than ever to help them chart the course for the future of their industries



THE FUTURE OF WORK

The way we work has been forever changed by the pandemic experience. We've explored the tech and workplace implications of these shifts for multiple clients. In a recent approach, we employed IDIs with decision-makers and friend/cohort groups with employees, followed by a Concept Development sprint. We identified how the pandemic era changed work needs, then guided our clients to develop winning ideas and concepts.



THE FUTURE OF FINANCIAL SERVICES

Clients have also asked us for insight into the future of banking in a changing world. In one example, we started with an Online Qualspace and in-context Bank-Along Immersions and Intercepts, followed by a Quant study. The insights, grounded in customer needs, were socialized in the organization, providing a roadmap for future bank strategies and services.

THE FUTURE OF HEALTHCARE

The landscape is changing for our Healthcare clients, too, with shifts from office visits to telemedicine, from traditional treatments to digital therapeutics, and more. Our expert Healthcare moderators design 1:1 deep dives with providers and patients to explore the benefits and pain points in detail, so clients can refine design and messaging for game-changing therapies and services.



For help in turning insights to action, contact:

HEATHER CARRUTHERS
Heather.Carruthers@Ipsos.com
President Ipsos UU



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IPSOS UU VIRTUAL INSIGHTS DRIVE IMPACT

DESIGNING FOR BLACK CONSUMERS

A CPG company needed segment insights for their 6 brands that meet the needs of Black consumers, to guide product development and comms. Consumers shared video, photo and written responses in QualSpace through activities like an at home scavenger hunt, “this is me” video and product reviews; all analyzed through our proprietary Censydiam motivational framework. The team activated learnings immediately and *“will use the report as a guide for new developments for years.”*



DIGITAL ETHNOGRAPHY EXPLORES NARCOLEPSY

A pharma company needed to understand narcolepsy. Ipsos' Ethnography Center of Excellence conducted a digital ethno study, analyzing patient-generated video and in depth webcam discussions. This enabled our client to: create company-wide understanding of the condition, inform better patient support programs, identify target audiences for treatments, and validate white space for treatments. *“This will get infused to the organizational DNA. It has truly opened the eyes of the org.” – Client*



BIOMETRICS GUIDES AD DECISION

Our client wanted to select the most impactful ad to air. During online qual interviews, biometric data was collected while ads were shown. Eye-tracking assessed what people looked at in each ad. For each ad, the team learned how well people saw key visuals and messages, where to place them for optimal visibility and influence, and how to improve further.



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DIGITAL ETHNOGRAPHY EXPLORES PET HABITS

A pet food company needed to understand mealtimes and dog/owner relationships. Ipsos' Ethnography Center of Excellence conducted a one-week digital ethno study in the US and France, uncovering insight from webcam discussions and consumer-generated video. This enabled our client to: create company-wide understanding of feeding behaviors, validate white space for a new line, identify target for new products, and develop marketing and comms.



SHOPPER INSIGHTS WITHOUT SHOPALONGS

A tool manufacturer needed to understand how construction pros shop for hand tools. Due to COVID-19 restrictions, in-person shopalongs were not feasible. Ipsos UU delivered the insights the team needed through a self-filmed shopping mission, written response to shopping follow up questions, in depth webcam interviews and a client-delighting final report and video. *"The report you pulled together was incredible – I think the best I've ever received."*



FIND NEW INSIGHTS IN DATA WITH CURATION

A pharmaceutical company had conducted many projects but still had questions about how to get patients to accept their solution to a skin disease. Ipsos UU curated insights from the client's existing research to find the psychological barriers to adoption, layered on expert Behavioural Science Analysis, pinpointed opportunities, and conducted a visioning lab. The team was able to align quickly and infused the new way of looking at behaviours into all their future patient programs.

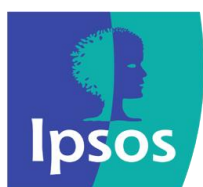


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VIRTUAL INSIGHTS DRIVE IMPACT

VIRTUAL SPRINT SPEEDS UP CONCEPT DEVELOPMENT

A CPG client needed to develop consumer-centric communication ideas to increase penetration. They commissioned Ipsos' Virtual Immersions to ground the team in the needs of consumers, followed by a Virtual Ideation session where 19 ideas were developed. Ideas were then tested via a Consumer Sprint, allowing for iteration and optimization between sessions. In under two days, the team converged on five consumer-centric concepts ready for quantitative testing.



ONLINE QUAL PROVIDES PATH TO RE-INVIGORATE BRAND

A CPG company wanted to explore unmet needs in the baby food space in order to reposition and increase sales of a brand in decline. Ipsos UU conducted a 3-day online discussion board and 12 follow-up webcam interviews. The insights netted ways for the brand to revive its role with moms, and opportunities for positioning, product, and package innovations.

VIRTUAL INSIGHT INTO ILLNESS

An OTC Healthcare company wanted to develop virus innovations and claims, and commissioned a Longitudinal Online Qual study to uncover insights. Participants had a virus and used our QualSpace platform to discuss, upload pictures and video, and share their journey to "well" and "caregiver" if a family member got sick. The team gained a deep understanding of the virus experience, emotions and treatment decisions; inspiring product and claims development.

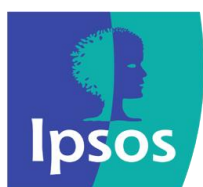


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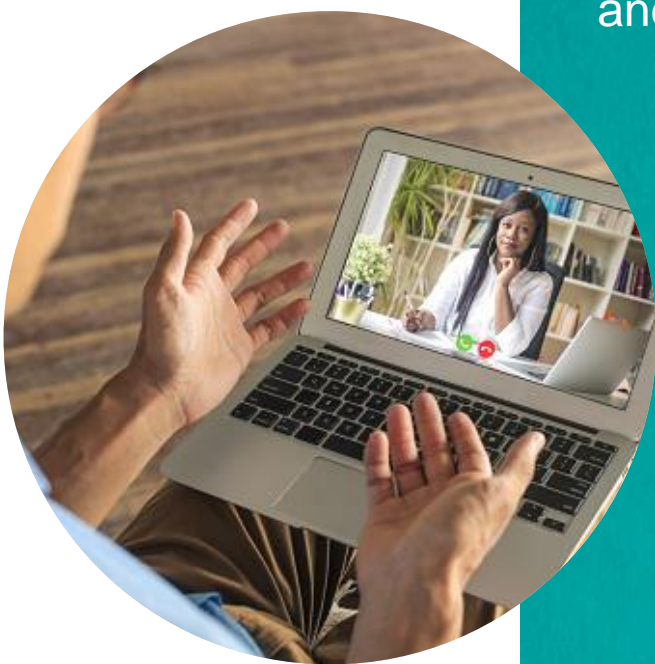
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VIRTUAL IMMERSIONS INFORM CREATIVE

A global pharmaceutical company was preparing to launch a first-in-class drug, and needed to deeply understand patients' lived experiences to inform patient communications. Quarantine measures required a pivot from immersions to a virtual approach including video pre-work, virtual interviews and Censydiam to uncover motivations; wrapped up with magazine style reporting and a video montage that informed the creative and content.



STRATEGIC PIVOT REVEALS INSIGHTS ABOUT LIFE UNDER COVID-19

A financial services company commissioned a longitudinal study to understand how to be known as a trusted partner. COVID-19 hit and the study pivoted into a deep exploration of how COVID-19 impacts consumers' financial behaviors. The team was able to develop messaging that resonates and tailor offerings based on what consumers need.

PORTFOLIO MANAGEMENT GOES VIRTUAL

A CPG company needed to manage their growing portfolio of brands. They leveraged our qual-quant Censydiam segmentation to identify consumer motivational territories and how to position their brands in relation to them. Then, our virtual workshop immersed clients in the results, enabling them to prioritize segments, growth spaces and marketing strategies for each brand.

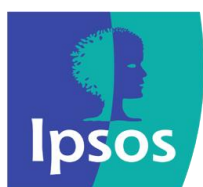


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VIRTUAL INSIGHTS DRIVE IMPACT: EMPATHY EDITION

“VOICE OF CONSUMER” VIDEOS INSPIRE TEAMS

A healthcare company wanted to inspire their org via a “Voice of the Consumer” program showcasing the role of their brands in people’s lives. But could they get high quality video and authentic stories given COVID restrictions? Our Ethnography Center of Excellence used digital ethno elements to create an authentic consumer video experience that inspired. These videos are being used to drive empathy and impact in brand and initiative sessions, town halls, agency inspiration and more.



EMPATHY PROGRAM FOR CONSUMER CLOSENESS

A Pharma company needed to understand how life is changing for their consumers during COVID-19. Ipsos developed a Consumer Closeness Program with shared client moderation of Digital Immersions. We trained the client team on moderation techniques, and an Ipsos Qual expert observed each and facilitated a debrief after. Ipsos provided insights and activation ideas, which fed into the company’s COVID response strategies. The company has commissioned 10 more programs for teams across their business.



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VIRTUAL INSIGHTS DRIVE IMPACT: ACCESSIBILITY EDITION

EXPLORING BLIND/LOW VISION PERSONAL CARE

A CPG company wanted to understand how low vision and blind consumers independently navigate their personal care routines, and how to optimize physical packaging designs for ease of use.

Consumers were sent products to use before virtual interviews, and during the interviews, they shared their experiences and feedback on the packaging. This revealed ways to optimize the physical packaging to empower independence in the personal care space.



RESTAURANT ENHANCES BLIND/ LOW VISION EXPERIENCE

A restaurant brand developed a pilot partnership with an app that connects blind customers to virtual support features. The Inclusion & Diversity team wanted to explore the customer experience and long-term optimization opportunities across the restaurant brand. Respondents downloaded the app and used it to navigate the restaurant experience. In virtual focus groups, they shared pains, gains and benefits of app usage, and enhancements for expansion across the brand. The insights validated the positive impact the app makes in the daily lives of the blind/low vision population resulting in expansion to 50 more cities the following week.



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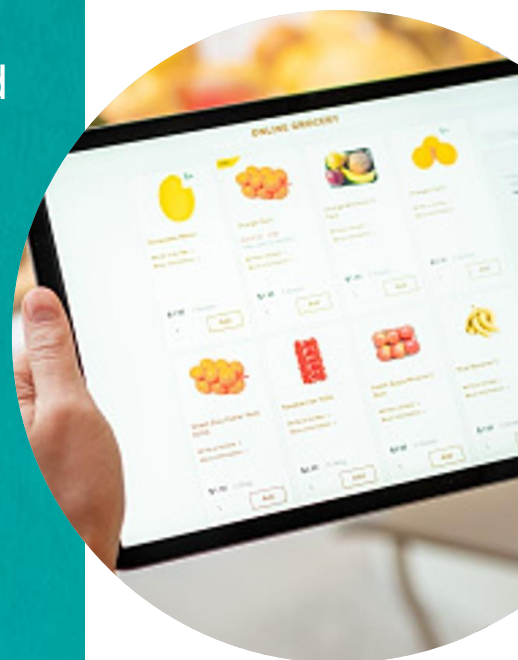


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QUAL-QUANT GUIDES PRODUCT DIRECTION IN A DAY...IN A PANDEMIC

A food company needed to determine the best product format for a new launch. Due to COVID-19, the team pivoted from an in-person Product Lab to a Virtual Lab. The lab included iterative rounds of real-time quant, qual groups pulled from the quant, a live virtual backroom, and de-brief to align next steps. By the end of the day, the team had a qualified, aligned product ready to move forward.



UNDERSTANDING THE IMPACT OF COVID-19

A finance company wanted to understand the impact of the COVID-19 pandemic on its customers. Qualspace online boards were done over several months to track the longitudinal impact on their lives. Respondents engaged in a letter writing and photo activity, repeated at different times on different topics. A magazine style report showcased the powerful letters and images. The empathy and understanding gained influenced executive decision-making as well as specific brand messaging.



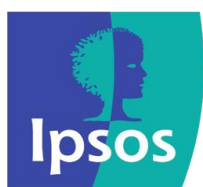
PHARMA COMPANY ENHANCES STRATEGY VIA PHYSICIAN DEBATE

A pharmaceutical company and its competitor were about to launch a similar product. Our client wanted to understand the advantages and vulnerabilities of each and to test their own concepts. We conducted online debate focus groups to understand physicians' views and did post research analysis for Behavioral Science and Semiotic implications. The analysis prompted creation of a viable strategy to strongly increase interest in our client's product.



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INFORMING EDUCATION SECTOR STRATEGY

As the Education sector rapidly changed during the pandemic, a tech company needed to stay on top of the constant flow of information, and develop ideas to meet its customers' evolving needs. Ipsos developed a program to curate 10-12 key documents into a monthly topical newsletter, with insights and activation ideas. The newsletter is leveraged broadly within the Company to guide sector strategy, product plans, retailer engagements, and DEI tech access efforts.



RE-DESIGNING AISLE FOR GEN Z AND MILLENNIALS

A Food company needed to create new ways to grow a mature category and its brands' shares. Ipsos conducted a cultural transferability analysis of each generation, layering on Censydiam to pinpoint human motivations, then co-created Jobs to be Done and opportunity areas. The focus on Gen Z and Millennials enabled the manufacturer to engage in future-proofing aisle reinvention discussions with key retailers.



ELEVATING CULTURAL UNDERSTANDING

A global company knew it needed more specific plans to meet the needs of US Hispanic consumers. They had research, but it was not all connected or disseminated. Ipsos reviewed over 80 documents and curated sources into a playbook that highlighted opportunities. A team of cultural experts presented the playbook to over 450 employees through the C-suite, driving visibility and activation plans moving forward.



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