

Tap into the HUMAN COLLECTIVE

Ipsos Communities

Accelerate brand building by staying close to real people.

The Human Collective, Ipsos' agile, always-on communities, is your collaborative space for brands to learn and build an ongoing connection with the whole human story.

The Power of Seeing the Whole Picture in Real Time, Over Time



Exploration

Gain in-depth understanding of needs, drivers, and motivations for key audience segments, brands, or categories



Ideation

Generate consumer-driven insights to guide early or late-stage innovation initiatives for products and services



Optimization

Assess and optimize new products, concepts, campaigns, and omnichannel touch points along the consumer journey



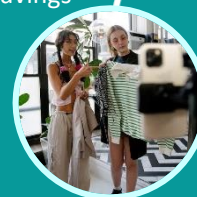
Proven Sector Expertise

in Finance, CPG, Tech, Retail, Healthcare and more

Put People at the Heart of Decision Making

Communities are the most efficient way to create an ongoing dialogue with your customers. This delivers strong ROI – typically 25-40% savings vs ad hoc studies – with key audiences, like:

- Category/Brand Users
- Key Opinion Leaders
- B2B Decision Makers
- Employees
- ESG-focused (Sustainability, Inclusion & Diversity, Accessibility)
- Gen Z, Seniors



Unleash the Power of the Human Collective with Ipsos

Ipsos knows **Communities.**

From best-in-class moderation to proven engagement techniques and turnkey set-up, Ipsos provides the community expertise you need to maximize human connections, with proven analytical frameworks to get the best insight.

Ipsos knows **Your Customers.**

As one of the world's largest and most innovative research companies, our global footprint ensures we have community managers on the ground with real cultural understanding to successfully engage with people around the world.

Our integrated expertise **Drives Business Growth.**

Integration is at the heart of our approach – both across Ipsos and our clients' business issues and verticals. We deliver the collective intelligence you require to connect understanding and make decisions across business questions.

For more information please contact:

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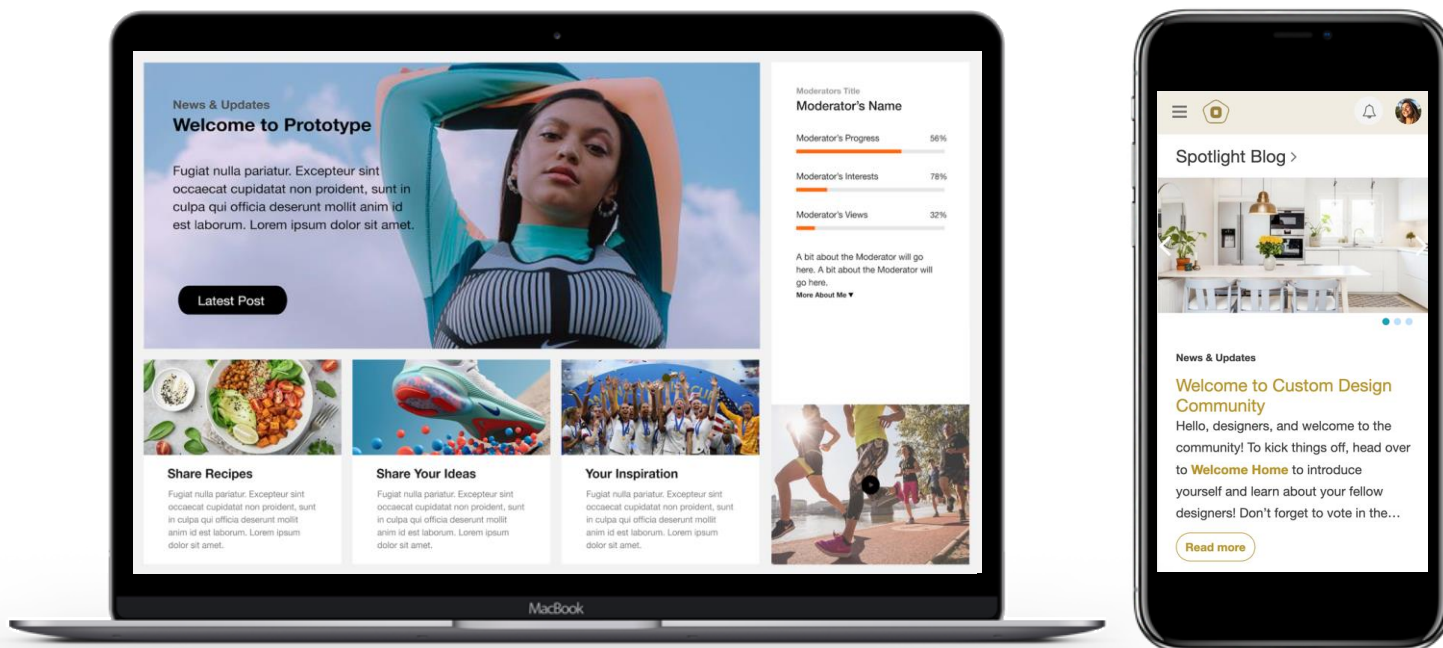
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Tap into the HUMAN COLLECTIVE

Ipsos Communities

Delivering Human Insights at Scale

Using the latest technology, we turn static, linear research into an immersive experience for audiences of all shapes and sizes. Our proven engagement approach is focused on intrinsic motivation, fostering a truly social environment for powerful, in-depth insights and discovery. Combined with rigorous research methods, best-in-class community management, and unparalleled sector expertise, we deliver true engagement at scale to address the critical questions impacting your business every day.



QUALITATIVE

- Discussions
- Blogs + Diaries
- Live Chats
- Video Focus Groups
- Co-Creation + Ideation
- In-the-Moment Understanding



QUANTITATIVE

- Full Suite of Survey Question Types
- Multimedia Stimuli Exposure
- Custom Programming
- Integrated Video Uploads



COMPREHENSIVE

- Streamlined recruitment
- Rich member experience
- Visual customization
- Strategic research frameworks
- AI-driven text analytics
- Video management

Mobile-optimized platform available in 36 languages

For more information please contact:

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