

# CREATORBUS

## Your pulse on the Creator Economy and Emerging Trends

The Ipsos CreatorBus is designed to allow clients a cost-efficient way to reach Creators and Influencers. Digital platforms, Marketers, and Agencies will be able to quickly understand, reach, and engage with vetted content creators on their most burning questions, supporting brand and creator engagement strategy.

### Approach

- Online survey fielded quarterly to **vetted** creators of all format types: Video, Photo, Blog, Music, Podcasts

### Vetted Creator Sample

- United States, Age 18+; Soft Quotas by Follower counts including 100K+, n=1000

### Survey Content

Core questions covering the broad creator ecosystem including platforms used, activity and demographics (~5 min).

Opportunity for proprietary questions to up 15 min.

### Simple Pricing Structure

- \$10,000 for Core Questions and up to 5 custom closed ended questions
- \$1,500 for each additional custom question
- Three attributes in a “Grid” question = one question

### Optional Value Add

- Custom insights report = \$5,000
- Strategy sessions and presentations as requested

### What is included

- Core questions: Screening and basic demos
- Consultation and review of custom content
- Custom data tabulations
- Raw data in SPSS or preferred format upon request

## We Know Creators

Ipsos conducts brand tracking programs and creator engagement studies with the world's largest platforms.

In addition, we are a thought leader in the creator space regularly conducting internal research with shareable highlights and POVs such as this...



For more information please contact:

**Janet Buczek**  
SVP, Creator Insights and Strategy  
Phone: 203-970-9569  
Janet.Buczek@ipsos.com