CONTEXTUAL BRAND TRACKING

CONTEXT CHANGES EVERYTHING.

People don't choose brands in isolation. They choose the brand that best solves a specific need in a specific moment.



RE-ENVISIONING BRAND TRACKING THROUGH THE LENS OF NEEDS AND OCCASIONS

Ipsos Contextual Brand Tracking helps brands understand how needs, occasions and situations shape choice in the real world.

By revealing when, why and against whom brands compete across different contexts, it helps brands stay ahead of changing consumer behaviours and uncover new opportunities for growth.

In today's fast-moving tech and media environment, evolving consumer needs and economic uncertainty are reshaping decision-making.

People don't choose brands in isolation. They choose the brands that best meet their needs in the moment.

With Contextual Brand Tracking, we combine robust brand measurement with consumer-led insight to understand how context influences behaviour across occasions and situations.

This creates a more realistic view of brand performance, competitive dynamics and emerging growth opportunities.



At Ipsos, we've discovered a fundamental truth:

Context changes everything.

BY COMBINING POWERFUL BRAND MEASUREMENT WITH CONTEXTUAL INSIGHT, CONTEXTUAL BRAND TRACKING REVEALS:

- How brand choice changes across different moments and over time
- The true competitive set a brand faces on each occasion
- The drivers and barriers that influence choice in the moment
- New opportunities for growth, innovation and activation

HOW CONTEXTUAL BRAND TRACKING WORKS

PEOPLE DECIDE
about brands or categories that compete in the moment

SUPERIOR METRICS
measure brand strength across the competitive landscape

DRIVERS ANALYSIS
identifies the elements that influence choice in different contexts

SPONTANEOUS ASSOCIATIONS
capture how people naturally describe brands, occasions and needs in their own words

ADVANCED ANALYTICS
uses mapping, modelling and simulations to uncover growth opportunities and guide action



CONTEXTUAL INSIGHT

Connect these perspectives to understand when people choose your brand, why they choose it, and how to strengthen performance in the moments that matter.

WHAT MAKES CONTEXTUAL BRAND TRACKING POWERFUL?



Standard brand tracking tells you how people think about brands. **Contextual Brand Tracking goes further by revealing how people make choices in the real world.**



Not all occasions matter equally. Tracking with context identifies the moments that influence category demand, the underserved occasions, and the opportunities with the greatest growth potential.



Powerful metrics that drive meaningful action. Contextual Brand Tracking goes beyond measuring brand performance. It reveals when people choose your brand, why they choose it, and who you compete against in different moments.



Contact your **local Ipsos office** to find out how Contextual Brand Tracking can reveal future growth opportunities for your brand.

ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, and employees. Our 75 solutions are based on primary data from surveys, social media monitoring, and qualitative or observational techniques.

Our tagline, **"Game Changers,"** sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code: FR0000073298; Reuters: ISOS.PA; Bloomberg: IPS:FP. For more information, visit www.ipsos.com.