

GET REAL

QUALITATIVE TOOLKIT



Real Life | Real Talk | Real Fast

While Gen AI makes us efficient, it's the real human stories that inspire real breakthrough and provide the human context for decision-making- from innovation to communication.

Learn More about Real Twentysomethings

REAL LIFE

Ethnography explores how real people live, illuminating unarticulated needs and deep human insight that inspires

Immersive Connections ensure your team doesn't just read the insight but experiences it, in a way that drives empathy and action

The Vibrant Fringes find breakthrough in the hacks devised by those outside the mainstream

REAL TALK

Interview-based qual with **Ipsos Intel** delivers strategic recommendations powered by our multi-billion-dollar global data and knowledge assets:

- Ipsos' knowledge to bypass the known and find the new
- Analytic lenses like BeSci, Censydiam motivations, Cultural Trinity, and JTBD at the touch of a button

REAL FAST

AI Moderation from Ipsos fuses multi-agent AI with the curiosity, empathy and judgment of 1,200 qualitative experts around the world

Powered by the latest tech and tuned by human intelligence, we deliver speed, scale, and global reach cost-effectively - so you get breadth and depth of insight, cost effectively

Sample Use Cases

- Unmet needs, say-do gaps
- Inspiration for comms or product
- Human-centric decision-making

- Steer project through decision or stage gates
- Obtain guidance from B2B audiences or stakeholders
- Learn on or via stimulus

- Input at scale, globally
- Around-the-clock access
- Fast simultaneous interviews
- Geotarget people for in-context AI interviews



For more information
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