

# ACHIEVE MISSION-CRITICAL BUSINESS OBJECTIVES. BECOME A THOUGHT LEADER.

## What is Ipsos Thought Leadership Research?

Ipsos delivers fresh, compelling content to help YOU:

- Establish yourself as a thought leader in your industry
- Elevate your profile
- Engage your stakeholders
- Earn media coverage through compelling storytelling

With more than 40 years of experience across all sectors and around the world, Ipsos has earned its reputation as the gold standard in thought leadership. By helping our clients cut through the noise and clutter of today's media landscape, Ipsos' Thought Leadership Research provides clients the opportunity to add their voice to inform and influence on issues important to them.

Ipsos knows how to help clients stake their claim. Our extensive body of thought leadership research demonstrates our deep understanding of what resonates with internal and external stakeholders. And, Ipsos knows people. Our public opinion polling for major news organizations opens doors and exemplifies our ear-to-the-ground approach.

## What will You Earn from your Thought Leadership Investment?

Ipsos Thought Leadership Research will enable YOUR company to:

- Connect business goals with the well-being and needs of the public
- Claim your position as a socially responsible corporate citizen through new information and insights
- Capitalize on earned media coverage to build your reputation
- Create business opportunities by becoming a go-to, trusted thought leader

Being a thought leader is good for business and good for society at large. Your investment in Thought Leadership Research will help ensure stakeholders will equate your company's name with a company that cares and is engaged with their community. As we all work toward building back to normal, Thought Leadership Research is an effective way for your business to take part in that important conversation.

Ipsos has a deep bench of industry and communications experts who work with our clients to build their reputation as thought leaders. Ipsos' extensive public opinion polling for major news organizations, (ABC News, CNN, Axios, The New York Times, USA Today, etc.) not only opens doors, but also demonstrates our trusted reputation and deep understanding of what resonates with the public—at any given moment. Simply put, we understand research and we understand our clients.

Contact the Ipsos Thought Leadership Team at:  
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## About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 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 or employees. We serve more than 5,000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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