

# IPSOS CONTEXT NOW

**POWERED BY  
IPSOS CONTEXT  
ADVANTAGE:**  
A DATA-DRIVEN ADVISORY  
SERVICE TO HELP YOUR  
ORGANIZATION ADAPT AND  
THRIVE IN A CHANGING  
LANDSCAPE.

## Societal stability is a leading indicator of consumer behaviour.

What makes today's environment so critical to manage? Even though you can control much of your internal corporate environment (things like your company culture, or your offer to the market), you have little or no control over the external environment—the context in which you operate.

We've developed Context Now to provide organizations with an understanding of the areas most affected by external forces today: consumer confidence, quality of life, the most pressing issues facing society, and the potential for disruption (using our proprietary Ipsos Disruption Barometer). This information is critical for predicting how societal changes may affect your business activities.

A key component of Context Now is our proprietary Ipsos Disruption Barometer (IDB). The IDB is a validated leading indicator of consumer confidence and emerging “disruptive” social attitudes and behaviors in Canada (and 27 other countries around the world). It forecasts the potential for increases and decreases in economic confidence, as well as the chance for social-political disruption such as protests, boycotts, government change, and other forms of activism. If it's going to happen, you will see it first in Ipsos Context.

Context Now is available as a stand-alone quarterly report, or as part of the Context Advantage advisory service. Contact us for additional deliverables, including in-person presentations, strategic advisory sessions, activation workshops, and reports for additional countries. Current Context Advantage client partners receive customized in-person presentations at no charge.

The annual base price for Context Now is \$25,000 for current Context Advantage client partners, \$35,000 for non-partners (plus available taxes).

For more information about Context Now or our Context Advantage advisory services, please contact:

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GAME CHANGERS

