



Ipsos Context Reputation

Canada's leading companies use Ipsos Context Reputation to measure their reputation in the marketplace and determine a path for strengthening and protecting their most important asset—their good name—and the reputation behind it.

In addition, clients receive their rank both within their own industry and against Ipsos' Reputation norms.

NEW this year – the study will gauge company actions relating to COVID-19 and measure how well companies are deemed to have responded to the crisis, and to what extent this response drives trust.

This report is essential for clients who want to:

- Improve or maintain their current reputation
- Understand how COVID-19 and their company's response has impacted reputation
- Guide messaging and corporate social responsibility strategies, including assessing performance on ESG (Environmental, Social, and Corporate Governance) metrics
- Assess the impact of existing and potential communications efforts
- Identify the unique, sector-specific drivers of their reputation with a goal of improving their trust scores
- Understand how their reputation impacts consumers' propensity to do business with them

Organizations are measured on a series of sector specific attributes that help to uncover what Canadians believe they stand for, including: quality of products and services, appeal as an employer, quality of management, customer service, diversity and inclusion, social responsibility, ethical business practice, caring about consumers, value for money and others.

Context Reputation runs annually in Canada.

Each client receives:

- A custom report outlining where they sit within the broader Canadian landscape, and against their 4 chosen comparators
- Performance scores across a broad range of attributes, which inform a driver analysis on trust.
- Access to comparative data for 100+ companies.

Clients receive the annual report and a presentation for the base price. Client specific questions, regional or company-based analysis, customization and activation workshops are also available at an additional charge.

Context Reputation is available as a stand-alone product, or as part of the Context Advantage offer.

Ipsos Context Advantage helps organizations adapt and thrive in a changing landscape by pairing data from a wide range of ongoing studies including Context Now, Context Next or Context Reputation, with strategic advice from an Ipsos team of client, sector, and public affairs experts.

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

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