



# IpsosContext— Helping Our Clients Understand and Manage their External Environment

**Context matters. What's happening around us changes how we think and what we do. That's why Ipsos is constantly monitoring context and the public environment for our clients.**

IpsosContext is a quarterly measure of consumer confidence, quality of life, the most pressing issues facing society, and our Ipsos Disruption Barometer.

The Ipsos Disruption Barometer is a validated, leading indicator of consumer confidence and emerging “disruptive” social attitudes and behaviors. It is produced quarterly in 28 countries and is only available to subscribers of *IpsosContext*. It is an indicator of not only shifts in consumer behavior, but also the potential for social protests, government change and other forms of social activism. If it's going to happen, you will see it first in *IpsosContext*.

Our clients need to understand Context because even though they can control much of their internal environment (company culture, offer to the market offer, etc.), they have little or no control over their external environment—the context in which they operate. With the world entering a new era of rapid and continuous social and economic transformation—driven by technological change, demography and underlying shifts in public attitudes toward their community, country and their place in the world, business leaders need *IpsosContext* more than ever.

*IpsosContext* provides an understanding of the ever-changing external environment and when paired with our strategic advisors, either on an on-going consultative basis or through activation workshops, helps our clients to align their operations to best take advantage of the current and trending environment.

For each client, we build an Ipsos team that includes experts in public affairs as well as client and sector-based knowledge.

IpsosContext subscribers receive a quarterly report and a briefing of the latest results, as well as an annual presentation to their senior management or strategic planning team.

Current subscribers use *IpsosContext* to:

- Make their other research more meaningful, valuable, actionable. They recognize that consumer behavior has evolved beyond the conventional boundaries of marketing and that to be successful they need to understand the Context that their consumers are living in. Note: for most large clients we can provide them with the views of their specific clients as well as the views of their competitors' clients.
- Brief their senior executives. All companies have challenges that go beyond marketing. Be they regulatory, reputational or ongoing talent recruitment issues, an understanding of the public environment is crucial for senior executives and helps them to make better decisions.
- Provide ongoing insights to strategic planning groups who use it when developing long-term plans, organizational positioning, CSR initiatives, new products, etc.

## Schedule

- The *IpsosContext* quarterly report is available to subscribers in January, April, July, and October. Reports are customized for each client, include a quarterly briefing webinar and an annual presentation.
- Activation workshops, advisory services, in-person presentations, and reports for additional countries are also available. Please contact us for details.

For more information about *IpsosContext* please contact:

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