



Ipsos Connect

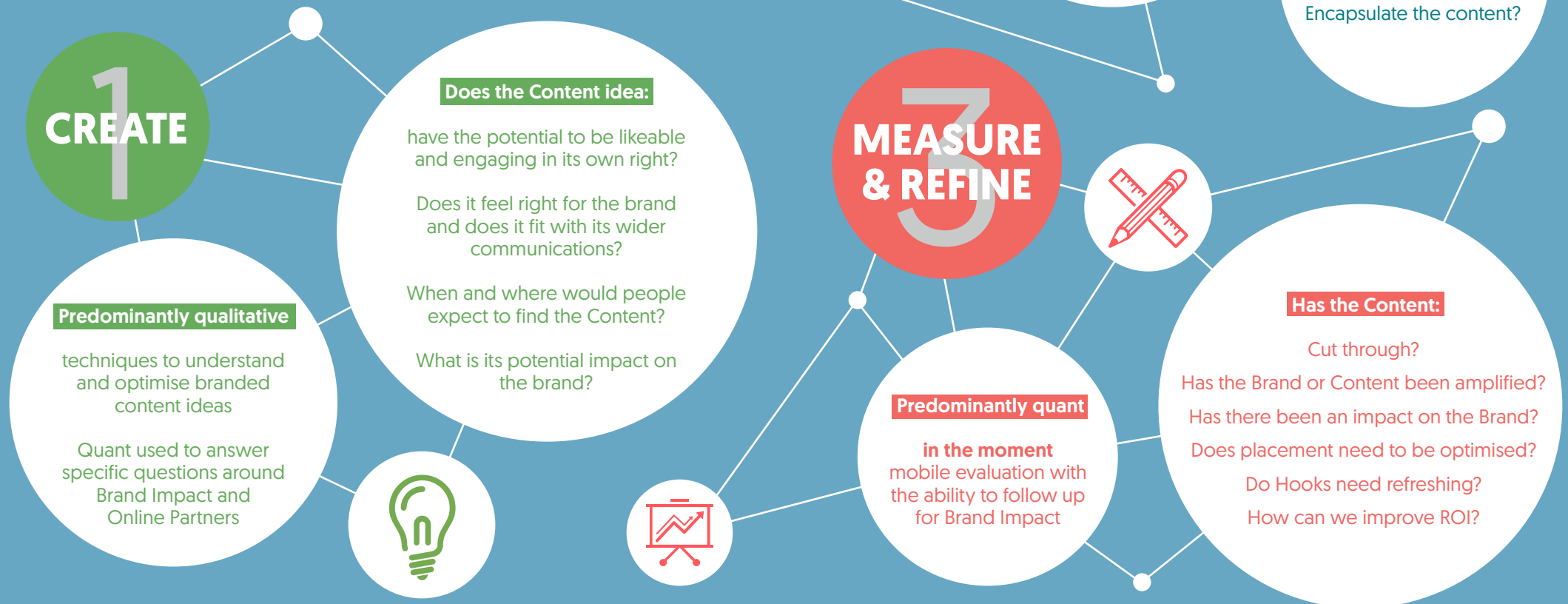
BRANDED CONTENT

OPTIMISING FOR BRAND
IMPACT FROM DEVELOPMENT
TO MEASUREMENT

CONTENT MARKETING IS VERY MUCH IN VOGUE.

Brands are embracing content, capitalising on the new opportunities available in the digital landscape to reshape their media mix and reach wider or harder to reach audiences. But many of our clients are uncertain of how best to plan, target and optimise for new technology platforms. And of course want to know if they are getting ROI on their work.

For each stage of the development journey we select the appropriate methodologies to answer these questions to help you move forward with confidence:





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CORE PRINCIPLES

As with all our creative development work we stick to some core principles when evaluating the performance of your content:

- Each piece should be measured against its particular objectives
- It should be assessed in the context in which it will be encountered by consumers
- Brand impact is best observed using a test and control methodology. There is no such thing as a norm for emerging technologies and platforms so the only way to understand the impact on your brand is to measure it against its own current performance

FOR MORE INFORMATION ON BRANDED CONTENT, PLEASE CONTACT:

HEAD OF CONTENT & CREATIVE DEVELOPMENT

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Eleanor heads up our Content and Creative development offer. She is particularly interested in recent advances in our understanding of how the brain works and our ability to bring this knowledge to bear on developing great communications.

RESEARCH MANAGER

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Liam joined Ipsos several years ago as part of the graduate programme. He has a wealth of early stage and tracking experience utilising different collection methods. He also has an unhealthy obsession with Thug Life videos.