

Ipsos MediaCT

The Media, Content and Technology Research Specialists



Real Trends Service



The Service

Real Trends is an innovative new service to understand how British society is changing and advise our clients on what this means for them.

This is a consultancy service underpinned by robust survey-based research. Run in partnership with Bob Tyrrell, the leading expert in social trends consultancy, The Real Trends Service can help in strategic planning by:

- Providing future direction by making sense of how society is changing
- Understanding emerging needs which have the potential to drive change in consumer behaviour
- Stimulating innovation and new thinking by looking at consumers in a different way
- Helping to spot emerging business opportunities and counter threats
- Understand how the trends will impact right across your organisation's value chain

The Trends

The service develops a rich understanding of societal change to provide:

- A wealth of attitudinal, behavioural and demographic data on each trend
- An assessment of how this is shaping consumer values and beliefs, moods and emotions, shopping and consumption, technology and time
- Examples of how the trends are manifested including cultural signals and signs
- Analysis of the relationships and conflicts between the trends
- Frameworks to understand the strength and implications of the trends among key consumer groups

The Analysis

Trend analysis is at its most effective when placed in the context of your business. This leads to focused analysis, informed recommendations and a compelling story which your internal stakeholders can buy into.

Example themes for our client analysis can include understanding the implications for:

- Existing consumer segmentations and how they will change and develop
- Customer service requirements and delivery expectations
- Existing product lines, new product development and innovation
- Communication approaches and advertising messages
- Customer loyalty and advocacy
- The competitive environment and possible competitor responses

The Approach

...Underpinned by robust, survey-based methodology.

Our methodology is comprehensive, robust and trackable with extensive proprietary research at its core:

- Ipsos MORI interview 2000 British people online every year
- Cover all aspects of their values and lifestyles with a key focus on behaviours
- Opportunities for client specific questions
- Trends over ten years
- Scope for value added analysis on different levels e.g. segmentation
- Draws on secondary research, ethnography and expert interviews including Ipsos MORI's Horizon Scanning service

For more information, please contact:

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