



What we do

Ipsos UU humanizes data and brings cultural intelligence into our clients' thinking in more than 80 countries.

Big change starts with a small story. Our challenge is to bring human understanding that reveals the potential power of one person's story. At Ipsos UU, we observe and interpret real people in real life to provide deep qualitative insights about consumer behavior, motivations and attitudes. We believe in client involvement in an immersive style of qualitative research so that they can better understand and empathize with the people they are trying to serve.

Our mission is to bring Life to life.

Business questions we answer

We help our clients understand why people behave the way they do, and what they expect from brands in terms of innovation, communication and services.

	BUSINESS QUESTION	RESEARCH OBJECTIVE
MARKET UNDERSTANDING	Know what we know on a specific topic or category	Integrate multiple sources of consumer data / insights
	Adapt innovation / communication to the values & needs of (a) specific target group(s)	Understand people in their personal / cultural context in relation to a market or a category
	Grow a category / a brand	Identify circumstances of use, usages, needs, unmet aspirations
INNOVATION	How can we anticipate trends and disruptions to inspire our strategy	Identify trends
	What is our optimal product portfolio strategy	Analyze how well our product portfolio covers consumers' needs
COMMS	Generate possible innovation opportunities	Generate ideas
	Optimize concept(s)	Evaluate concept(s)
COMMS	Inspire communication strategy	Get communication insights
	Optimize comm. ideas	Evaluate Big Ideas
	Optimize comm. executions	Evaluate communication executions

	BUSINESS QUESTION	RESEARCH OBJECTIVE
BRAND	How can we make our brand relevant	Analyze brand images in the category
	How do we manage our brands portfolio?	Analyze the equity flow between our various brands including our corporate brand
	Choose best brand name	Evaluate brand names
PRODUCT	Can we successfully enter an adjacent category and how?	Analyze the brand's legitimacy to operate in new areas
	Optimize packaging	Evaluate Pack routes
	Inspire product R&D	Identify dimensions driving consumers' satisfaction
PATH TO PURCHASE	Optimize product definition	Evaluate Products / prototypes
	Optimize customer experience	Identify pain points along the customer journey
	Develop a plan to accelerate adoption	Analyze drivers and barriers to adoption
	Optimize touchpoints strategy along the path to purchase	Analyze P2P and brand performance along the way
PATH TO PURCHASE	Improve shopping experience	Analyze pain points along the shopping journey
	Optimize in-store comms or promotion plans	Evaluate In-store comms or promotion routes

For more information please contact:

Global Service Line Leader: **Jacque Matthews**
 Chief Research Officer: **Louis Rougier**
 Chief Activation Officer: **Sue Phillips**
 Global Leader Innovation: **Rollo McIntyre**
 Global Leader Ethnography and Immersions: **April Jeffries**
 Global Leader Workshops: **Veronique Verellen**
 Global Leader Commercial Curation: **Radhecka Roy**
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 Global Leader Operations: **Jim Legg**
 Global Expert Accelerated Learning and Development: **Jo Tockock**

Our services

- For a full understanding of our services please refer to our [UU Reference Deck](#).
- **Open Exchanges:** We have re-invented traditional methods of research such as focus groups and in-depth interviews, fuelling them with gamification and co-creation with clients. We have a full portfolio of designs, developed for specific business questions.
- **Video Interactions:** Customisable online interactions from 1:1 discussions, to 4-5 participant groups, on mobile or computer. We use Webcam for direct discussion; Mural for visual thinking and co-creation; Breakout rooms to allow for group tasks.
- **Ethnography:** An unfiltered reality of people and their culture, communicated through film.
- **Immersion:** Deepen empathy and improve connections with the target, with increasing use of videos, VR and photo tagging to make insights immersive and easy to socialize.
- **Empathy Program:** A 4-Step integrated program of assessment, training, connection and activation of deep Consumer Centricity. Our program is a comprehensive way to help clients build consumer closeness into their organizational culture, ensuring that the voice of the consumer is reflected in better decision making. The program offers a seamless process that starts with building empathy and ends with transforming empathy to action.
- **Labs:** Fully integrated events where quantitative, qualitative and neuro-science combine to be catalysts of innovation or creative development. A workshop takes place directly after for immediate decision making. All stakeholders come out of this agile event knowing the way forward.
- **Curation:** Consumer-centric insights are delivered by synthesizing existing data across multiple sources, shared in an easy-to-digest format with use of rich storytelling. With the use of AI, we are able to curate from large volumes of data, offering insights at scale.
- **Workshops:** A series of tried and tested protocols (workshop in a box) from Know What We Know, Concept Development, Ideation, Empathy to Action, Insights to Action, Behaviour Change, Segmentation Activation, Bringing Segments to Life and Brand Positioning accelerator sessions, which enable clients to make decisions that matter faster. We combine rigorous planning; immersive, creative activities; and apply the principles of collective intelligence to execute memorable and impactful sessions both online and face-to-face.
- **Censydiam:** World leading tool in motivational research, Censydiam helps brands grow by meeting the real needs of people. The proprietary approach and framework is a pivotal component of business accelerators such as consumer centricity programmes, global trend watching ecosystems, and cross-cultural comparisons.

Thought leadership

READ our [Thought Leadership Papers](#)

LISTEN to our [Insight Out Podcast](#) which has recently been nominated for MR Podcast of the Year

WATCH [CovidWatch](#)

Password: ECE2020|psos

An award winning ECE film

(Best International Research at the Market Research Society Awards)

The collage features several items:

- POVs:** A paper titled "THE ROLE OF CULTURE IN A GLOBAL CRISIS" featuring a child holding a rainbow.
- Self-funded studies:** A paper titled "Being Woman: Moving from Equality to Freedom" with an illustration of three women.
- Podcast series:** "INSIGHT OUT SEASON 2 | Cultural Intelligence" with a graphic of concentric circles.
- Films:** "BLINDSIDED: How we deal with a pandemic-shaped recession" featuring a grid of diverse people's faces.
- Conference papers:** "AMPLIFY & ACCELERATE" from the "INSIGHTS FESTIVAL" held from 20-22 September 2021, sponsored by ESOMAR and QUEST HINDSHARE.

For more information please contact:

Global Service Line Leader: [Jacquie Matthews](#)
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Why Ipsos?

Ipsos UU is the largest qualitative research player in the world

We have a community of 1200 specialists with diverse backgrounds and skill sets (e.g. ethnographers, cultural experts, semioticians, anthropologists, journalists, filmmakers) who understand people better than anyone else, simply because we have done more research for more clients in more countries than anyone else: culturally fluent in more than 80 markets!

We are powered by the latest technology in relation to video interactions, content analysis, and insight management.

As part of a multi-specialist group, we have the ability to tie our qualitative insights together with all the other insights a client gets from Ipsos.

Key points of difference

The Power of One through the Power of Many

Ipsos UU has just launched a new brand narrative – The Power of One through the Power of Many. Watch our [narrative film](#) and see our [narrative pitch deck](#).

The Power of One is about **DISCOVERY** - how big change can start with one small story. At UU we believe in the Power of One person's story to open up our eyes, revealing the unseen, the unsaid, the unasked.

The Power of Many is about **CREATING** and celebrates the collective intelligence of UU and the wider Ipsos – diverse skill sets and experts from our partner Service Lines, Client Organization, BeSci team, IKC, and the many cultural gurus and specialists we have within our Ipsos UU network.

The Power of One through the Power of Many is about **TELLING** – stories that bring insights to life so clients know what to say and do to win with their consumers / patients / people in society

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GAME CHANGERS





Case studies

- We regularly share case studies with the CO and all UUsers as part of our Best of UU initiative. These can be found on our [UU Yammer page](#). Please search for 'Best of UU'.
- **Mars Petcare – Ethnography.**
Mars wanted to identify growth opportunities via reducing pet owners' use of human food in developing markets. Our ethnography revealed : 1) People love their pets too much to give them traditional pet food! 2) People cook meals for their pets from scratch every day (more often than they cook for their children), 3) The notion of 'fresh' meat is important in relation to pets. Local interventions were created in 7 markets, resulting in an incremental increase in sales in the first year of \$120 million.
- **Heineken – Curation.**
Heineken wanted to grow its Premium portfolio by developing global and local brand platforms rooted in deep human understanding and providing a clear compass to stay true to their positioning through every single market activity. Curation was undertaken using a combination of mining existing data and brainstorming with our Cultural Gurus in key markets. A Playbook was created for 3 Premium platforms which are now used globally for portfolio strategy, category & brand development, brand positioning and innovation strategy.
- **Retail: Mobile diary + Open Exchanges.**
A leading manufacturer wanted to collaborate with their main retailer and create more conversation around shopper needs. We ran a mobile diary with 20 shoppers who did shopping exercises; we selected the best 15 and ran one 4-hour Open Exchange session where clients and retailers directly interacted with consumers in a co-creation mode.

Who is the ideal target client persona?

Ipsos UU acts across the business spectrum:

- **At early stage**, as a source of inspiration to fuel CMOs, Brand Managers, Insights Leaders (CMI), R&D Managers with trends and unmet aspirations.
- **At any stage** as a sharp diagnostic lens to provide Insight Leaders with a deep layer of analysis about how people perceive concepts, ads, products, path-to-purchase.
- **As capability enablers:** We partner with our clients to support them on their own skills development. Highly interactive and practical Storytelling, Arts and Science of Insights and Workshop Facilitation training are popular among both CMI and Marketing. The hottest topic today is Storytelling and we have recently trained the whole Finance community for one of our top clients.

Key hooks

UU narrative film

Empathy Evaluator An assessment tool developed by Ipsos BeSci experts which allows an organization to rate its performance in key areas. The results ensure we develop the right empathy program from training to activation

CovidWatch : Password: ECE2020Ipsos

A film about adapting to life in the pandemic (Winner of Best International Research at the Market Research Society Awards)

Blindsided A film about the pandemic shaped recession

Divided We Fall : Password: DWF_Trailer

A film about how the pandemic is polarising society

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Expected client objections and responses

1. “How can I be sure I get the same quality across all markets”.

Response:

All researchers have access to a central Training Centre, follow a common annual Training program and can participate in a monthly Livecast inspiration session.

Multi-country projects will be managed from a central team (typically the Ipsos UU team in your country) which will coordinate the project design, guides, reporting structure. Members of our Global UU Steering Team can also be leveraged on sensitive projects.

2. “Ipsos is first a quantitative agency. How can I be sure to get the same nuance level I can find with local boutiques?”

Response:

Ipsos UU is a separate team, with a wide variety of backgrounds and qualitative skills: Anthropologists, ethnographers, sociologists, semioticians, community managers, behavioural scientists, cultural experts, workshop experts. Being the largest qualitative agency in the world, and with a culture of intellectual generosity, we can source in over 80 markets new ways of approaching a business question and analytical frameworks to use. If you are already working with our quantitative Service Lines, we can more seamlessly tie learnings together.

3. “Focus Groups are now pretty outdated. Do you go beyond?”

Response:

Only 20% of our business is traditional focus groups. We are powered by the latest technology in relation to video interactions, eye-tracking, content analysis, insight management. We have a primary philosophy of researching in real life, as life happens, with clients engaged with the consumer/patient/people as often as possible

We have also invested in new formats and services: qual-quant integrated labs, curation services, virtual workshops, deep empathy programs, capabilities training such as Storytelling

Pricing and Timing Guidance

Please contact your UU team for pricing and timing guidance that matches the client brief.

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