Ipsos Global Influentials

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What Is Ipsos Global Influentials?

Vision:
To be the go-to specialist for global high end influential consumer and business audiences

Mission:
Create a new syndicated offer inspired from our 6 leading currency surveys to create a new single best-in-class global data asset

Establishing the most robust global media currency and marketing study measuring:

– High influence audiences

(i.e., Spending Potential, Decision Making)

- o Biggest spenders

- o Highest assets level

- o Business leaders

Deliverables:
- Distributing a single harmonized database* to your current data bureaus/software suppliers – including a new Ipsos in-house tool

- More frequent data refreshes globally - 2x annually across footprint

- Providing improved category expertise, support and coverage globally

*Filtering available for Business/Non-Business, etc.

New Benefits

MORE INSIGHTS WITH GREATER FREQUENCY

Synchronized Releases
- Global
- Databases release 2x per year across entire footprint including B2B

Deeper Insights
- Longer interviews
- More psychographic & lifestyle follow-ups
- More refined audiences

CONSISTENCY WITH HIGH QUALITY

Harmonized Questionnaire
- The same media metrics around the globe
- Same methodology
- Aligned questionnaire

Trusted Currency
- Ipsos stability and credibility is at the core of our offer

Improved Coverage
- More countries in key markets (Canada, Mexico, Brazil, Japan)

TOTAL UNDERSTANDING

Unified lens
- Influential Business and Consumer segments contained within one database

Integrated Team & Processes
- Harmonized global support team across products and markets
- Expanded client service

New Recontact Capability
- Expanded database recontact reach across global product

ADDITIONAL VALUE

R&F Expansion
- New R&F daypart questions added across markets

Expanded Brand Marketing
- Webinars
- Whitepapers
- Barometer studies
- Infographics
- Much more!

New Data Capabilities
- Ability to fuse with Client proprietary data
- IpsosFacto GenAI platform

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Influentials
Higher wealth and status
Top 20% HHI

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Influentials
All BDMs
Top 20% HHI with business decision making power

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Influentials
Company Leaders
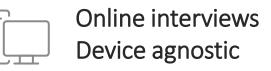BDMs with board level responsibility
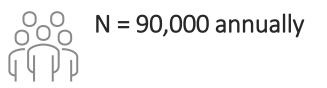
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Methodology At A Glance

SAMPLE DESCRIPTION

B-to-C: top 20% household income
B-to-B: Senior company leaders

SAMPLE SIZE

N = 90,000 annually

MARKETS

Global coverage
40+ markets

DATA COLLECTION METHOD

Online interviews
Device agnostic

AVG. INTERVIEW DURATION

Media Questionnaire 30 minutes
Recontact Questionnaires 25-30 minutes

FIELDWORK PERIOD

Continuous fieldwork 24/7
releases: twice a year

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Greater Harmonized Global Insights

Business	Travel	Personal finance	Luxury, Fashion & Shoppping	Technology & Electronics	Automotive	Lifestyle & Leisure	Health / Wellness / Food / Beverages	Media usage & information sources	General (attitudes /environm./ politics)
Information levels									
Statements	Statements	Statements	Statements	Statements	Statements	Statements	Statements	Statements	Statements
Spend	Spend	Spend	Spend	Spend	Spend	(Spend)	Spend		
Drivers	Drivers	Drivers	Drivers	Drivers	Drivers	Drivers	Drivers	Drivers	
	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	Ownership / Usage / Behaviour	
Plans	Plans	Plans	Plans	Plans	Plans				
Subdomains covered									
Business decision making	Air travel	Financial products	Fashion	Electronics & entertainmt	Cars	Activities	Cosmetics	First source by topics	Decision making by category
Business responsibilities	Trains	Real estate	Watches & jewellery	HH & kitchen appliances	Motorcycles	Sports	Skin care	Information sources by purchase categories	
Outlook / challenges / focus	Destinations	Trading	Online purchase	Smartphones	Service stations		Fragrance		
Company spending	Hotels			Tablets & eReaders	(Boating)		Alcohol		
ESG				Computers & laptops					
				Cameras					
Brand information									
Consultancy companies	Airports	Mobile apps	Men & women fashion	Home electronics & entertainment	Car makes			Spirits & liqueurs	
Insurance companies	Airlines	Financial institutions	Watches &jewellery	Household & kitchen appliances	Motorcycles			Champagne/Prosecco/sparkling wine	
banks	Hotels	Credit cards	Express delivery companies	Smartphones	Service stations			Beer or lager	
	Car rental			Tablets & eReaders					
	Car services / sharing			Computers & laptops					
	Online platforms			Cameras					

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Canada

Europe

USA

Middle East

Mexico

Africa

APAC

*Brazil

Sample: **~90,000 annually**

Frequency: **2x/Yr.**

Rate Card: **Globally fixed**

Access: **Even more options**

*Argentina

*Subject to client commitment

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Use Case 1: Business Influential Audience

OBJECTIVE:

An RFP is sent to top business media from a leading cloud platform provider who is interested in placing a substantial media campaign with the best partner for target audiences/prospects:

1) C-Suite in companies $500M+ Revenues
2) BDM in any IT related spending

GLOBAL INFLUENTIAL AUDIENCE TARGET:

Supported by the Ipsos Global Influentials' product, clients may pull data readily available to them to demonstrate that they are the ideal partner among the brands' very targeted subset Large Company Top Execs & ITBDM.

STRATEGIC INTELLIGENCE/RESULTS:

The client was able to:

- Reference their #1 ranked position as measured in the "Ipsos Global Influentials": Large Company Top Execs & ITBDM" rankings.
- Access data immediately to help define and filter performance to support crucial RFP responses with a favorable data
- Allow flexibility and seamless comparisons across the globe
- Even more extensive detail on influential audience in one database

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Use Case 2: Wealthy Influential Audience

OBJECTIVE:

A major automotive brand is seeking to elevate their brand in the minds of key luxury consumer profiles. They'd like to understand the relation between a media's audience and the strategic KPIs (innovation & high-quality) for a campaign geared to toward a hard-to-reach consumer profile for their campaign:

1) High Net Worth ($5M+ HHI)
2) Premium Luxury Intenders (Youth & Women)
3) Consumers who seek innovation & high-quality

GLOBAL INFLUENTIAL AUDIENCE TARGET:

Supported by the Ipsos Global Influentials' product, clients may pull data to demonstrate that their audience is aligned with the KPI metrics, and that they are the platform to reach target.

STRATEGIC INTELLIGENCE/RESULTS:

The client was able to:

- Analyze reader audience on KPI metrics related to Luxury, Innovation, and Quality
- Reference their leading position as measured in the "Ipsos Global Influentials': High Net Worth" rankings.

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Thank you

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