

IPSOS CULTURAL INTELLIGENCE



Curious How We Can Power Your Opportunities Responsibly And Responsively?

Cultural intelligence facilitates understanding and impact by providing dynamic perspectives on people, markets, and society. Culture is any group's beliefs, behaviors, and standards. It not only binds, moves, and builds; but also adapts dynamically to new and shifting contexts. Cultural intelligence enables organizations to be more inclusive and expansive by optimizing many critical aspects of business from prioritizing customer needs and fueling workplace collaboration to building trust and inspiring innovation.

We View People And Culture Holistically

We view people and culture holistically, precisely as they exist. Our experts are dynamic and focus in 6 areas of inclusive audience understanding and triangulate perspective cross-culturally, from multiple points of view and identities.



Race /
Ethnicity



Socio -
Economics



Life Stage /
Generation



Gender /
Sexuality



Nationality



Ability

1

Illuminating Audiences & Context

Need to identify new growth areas? Better connect with existing customers? Manage risk as you engage consumers, local communities, and other stakeholders? We employ a range of methods that capture need states and jobs-to-be done to inform brand offerings based on culturally intelligent audience and context understanding.

2

Assessing Inclusivity

From AI to advertising, it's critical to effectively reach, connect with, and create for your target customers, viewers, users, stakeholders, and even employees. Our assessments identify opportunities to be inclusive in data, design, development, and deployment. Cultural fluency drives success and ensures you're not only reaching a full spectrum of consumers, but also not alienating key audiences that drive performance and reputation.

3

Advancing Sustainability

How do you think about future-proofing your business regarding social issues and opportunity? Whether you're expanding a supplier diversity program or contending with anti-DEI activism, we can support your teams with real-time insights to shape, revitalize, or benchmark marketplace or workplace diversity, equity, and inclusion efforts.

For more information
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