

IPSOS CONTEXT ADVANTAGE

A data-driven, advisory service to help your organization adapt and thrive in a changing landscape.

Context matters. What's happening around us changes how we think and what we do. Societal understanding is no longer a "nice to know" for businesses. This information is critical in predicting how issues in the public environment may affect your bottom line.

Why is having your finger on the pulse of society more critical than ever?

- A rising number of consumers make purchasing decisions based on a company's social purpose.
- Millennials demand their employers stand for something beyond profit.
- CEOs are required by the public and the media to take positions on key political/social issues.
- Every company is vulnerable to social media uprisings. Companies without a clear social purpose find it impossible to defend themselves.
- Social and political protests are risk factors for business and are increasingly factored into investment and operational decisions.

We make it our business to understand how society fits into your business, and to know what issues matter to your stakeholders. Our Context Advantage offer combines data with advisory expertise to create an understanding of how context affects your operating environment and reputation now, and how trends happening around the world may affect your business now and in the future.

Ipsos advisors are experts in understanding society. They work with clients to determine their objectives, develop smart strategies, and make sure everyone in your organization understands it so that you can best take advantage of the current and trending environment.

For each client we build an Ipsos team that includes experts in public affairs as well as client and sector-based knowledge and we draw on over 30 years of understanding society.

Data for Context Advantage is drawn from the following knowledge bases:

Context Now: A quarterly tracking report of the areas most affected by external forces today: consumer confidence, quality of life, the most pressing issues facing society, and the potential for societal disruption.

Context Trends: Track emerging social and economic trends and provides deep dives into key issues such as: Plastics and waste, climate change, health, and ageing. Trends also explores issues by generations, including Gen Z, millennials, and boomers.

Context Next: An annual look at the future, featuring a 10-year projection of hopes and worries related to technology change and impact, society and social cohesion.

Context Reputation: An annual report on the reputation of hundreds of companies with insights on your corporate reputation levers and how to take action on the levers that best align with current and future societal changes.

For more information about the Ipsos Context Advantage advisory service or the reports, please contact:

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