



# CONTEXTUAL BRAND TRACKING

Tracking expectations, context and  
empathy to build successful brands



# A REVOLUTIONARY NEW APPROACH TO BRAND TRACKING

In the new age of digital commerce and social media, brands are no longer in control. People are.

While brands can be successful by actively shaping people's expectations, this can only be achieved **with a deeper understanding of the world we all live in**, and a broader sense of what brands add to our lives.

Working out **how context influences the brands that people choose** means understanding their everyday reality: their values, opinions, and norms. With Ipsos' Contextual Brand Tracking, these are combined with brand KPIs related to how people

think and act in common purchasing situations, to create a holistic picture of how consumers and brands interact.

In fact, Contextual Brand Tracking provides a gateway to **understand and track comprehensive drivers of brand choice** that are often ignored in brand performance research.

Finally, Contextual Brand Tracking uses **bottom-up brand measurement** to reveal unbiased, organic and spontaneously generated insights into people's critical needs and wants in context of the category, and of what's important to their lives.

## WHAT CONTEXTUAL BRAND TRACKING DELIVERS

How your brand can chart a realistic path to success by attracting **more people, more often and more easily.**

How **new and different occasions** can become relevant to future success and what is needed to overcome competition in those different situations.

If your **brand's expressions** (i.e. its assets, intended or consumer-generated communication) are shaping **positive expectations**, in line with **brand experience.**

How your brand can plan for future success using **what-if scenarios** related to positive expectations against contextual drivers, and how **perceived empathy** can play a critical role.

## PEOPLE DECIDE

about brands/  
categories competing  
in the moment

## DRIVERS' ANALYSIS

shows how to best shape  
a relevant network of  
positive brand  
expectations

## SUPERIOR ANALYTICS

identify actions for  
future Brand  
Growth

## SPONTANEOUS ASSOCIATIONS

to brands with people's  
own words

## SOCIAL LISTENING

integration captures  
contextual and  
emerging trends



# WHAT MAKES IT UNIQUE?

## Understand brand equity in the context of different occasions

so that you can plan for growth within a broader competitive environment.

## Discover what people are saying organically

about your brand, its competitors, the category, and the broader context avoid “putting words in people’s mouths” with classic direct questioning.

Get a sense of whether your brand and its competitors are perceived as truly empathetic and find ways of fulfilling people’s aspirations, in the context of their world and the wider world.



If you require more information, contact your local Ipsos office or send a request via [Ipsos.com](https://www.ipsos.com), selecting your market.

## ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline “**Game Changers**” sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP  
[www.ipsos.com](https://www.ipsos.com)

