



ESG BRAND TRACKING

Understanding and monitoring
how brand ESG initiatives
impact brand choice



MAKING A POSITIVE IMPACT

As awareness of climate change and social inequality grows, there is increasing pressure on companies to show they are making a positive impact in the world. One of the best ways of doing this is through ESG (Environmental, Social & Governance) initiatives.

But this is easier said than done. For purpose initiatives to be successful, brands need to understand whether their actions in this space are noticed by consumers, seen as credible and meaningful and whether there is a link between their ESG projects and brand growth.

Knowing which ESG initiatives stand to deliver the greatest return on investment (ROI) can help brand owners understand which areas to focus on and what to communicate.

After extensive R&D in this field, Ipsos are proud to announce ESG Brand Tracking: a tool for ensuring that a brand's sustainability efforts resonate with people and positively shape their brand choice.

Our research shows that to impact consumer choices, sustainability must be a 'co-benefit', working alongside other fundamental drivers such as being easier to find, affordable or healthier. If sustainability benefits are integrated with these core functional and emotional benefits, then this can increase your brand's competitive edge, and build a deep and meaningful relationship with consumers.



WHAT CAN ESG BRAND TRACKING DELIVER?

1

Understand how your brand performs relative to its competitors in key ESG areas

2

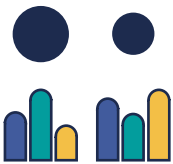
Identify how your ESG initiatives work alongside other strategies to shape positive expectations of your brand

3

Spot the most effective ESG messaging opportunities

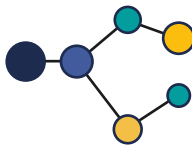
4

Determine which groups prioritise ESG and which are driven more by other factors



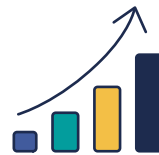
IPSOS' PROPRIETARY ESG BRAND METRICS

We benchmark brand performance against critical brand ESG components and demonstrate the relationship with brand choice



DRIVERS' ANALYSIS

We show how to best shape a relevant map of positive brand expectations, leveraging ESG as a co-benefit



SUPERIOR ANALYTICS

We identify actions for a more effective brand ESG strategy and demonstrate the impact of brands' communications on shaping consumer expectations

WHAT MAKES IT UNIQUE?

Benchmark your brand's ESG performance in a competitive context with proprietary ESG brand metrics and a single sustainability KPI

Integrate your ESG insights with broader metrics for total understanding of your brand

Combine brand learning with Ipsos' broader knowledge, giving you confidence to take the right actions for people and for the planet



To take the first step towards transforming your business by using our unique new approach to brand tracking, 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

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