Ipsos Opens The Thinking On Market Research Innovation

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New Open Thinking Exchange Rethinks, Revitalizes, and Reinvents Innovation in Research

Ipsos has taken a close look at the future of market research and determined that one word is set to define that future â€“ innovation.

To meet the growing demands of clients, the diverse and diverging impact of media and technology and the changing nature of research, innovation is required at every front.

To face this head on, Ipsos has created the Ipsos Open Thinking Exchange, a new organization within Ipsos dedicated to opening the exchange of ideas and information between marketers and their consumers.

Shelley Zalis, a renowned and highly accomplished innovator in marketing, media, and advertising research, will lead the new global effort.

â€œMarketing is no longer about pushing messages out and building brands across mass audiences. It is much more personal. It is about creating relationships and engaging with people, listening to what they are saying and being accessible, responsive and personable. And that needs to be reflected in the way we do research,â€• says Zalis. â€œNot only has technology and media connected people, but it has also empowered them to speak their mind, exchange ideas, and collaborate. They want to be heard. And for Ipsos, being in that space and thinking in terms of this new reality will give our research greater relevancy and potency to our clients.â€•

The key role of the new organization is to identify client needs and work collaboratively with them to transform research so that it is dynamic in nature, grounded contextually, and more effectively tapping into todayâ€™s market sensibilities.

Aiding Zalis in the creation and implementation of this new organization is a global team of Ipsos experts in research, technology, and communications.

Each is charged with a specific realm of knowledge cutting across Ipsosâ€™ five research specialties (advertising, loyalty, marketing, media, and public affairs), internal operations, and client partnering and services.

This team represents each area of Ipsos, structurally and geographically, and creates a central repository of thought leadership.

â€œConsumers are empowered and want to be heard. The same is true for our clients. And with this enormous exchange of thought and ideas, there is tremendous opportunity for Ipsos to innovate our research offer,â€• adds Zalis. â€œThe Ipsos Open Thinking Exchange is all about innovation â€“ bringing the best minds in the field of market research together to create optimal solutions that link our clients with their consumers in an ever changing world.â€•

About the Ipsos Open Thinking Exchange
Ipsos sees transformation as a corporate responsibility, which is why the company has launched the global Ipsos Open Thinking Exchange. At its core is a belief that the best innovations are the result of uninhibited exploration and collaboration.

Its charge: to challenge convention, take risks, and use our collective intelligence in the service of our clients to spearhead innovation, exploit the possibilities new technology brings to data collection, and, ultimately, propel changes that add value to everything we do.

About Ipsos
Please visitÂ www.ipsos.com for more information

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