

GAME CHANGERS



General contact details

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Inaugural Year

2006 in Switzerland, 1975 Globally

Management Team

Cees Faber, CEO
Hubert Brossard
Nathalie Duroux
Catherine Lafont
Alexandre Mina
Stephane Paoli
Céline Pinault
Elizabeth Yarham

Permanent Staff

88

Turnover

Refer to global website, annual report:
www.ipsos.com

Ipsos Switzerland

Ipsos Switzerland provides full-service market research to international and local clients.

Our goal is to enable our clients to make **better business decisions**, maximise sales and increase profitability through better innovation, **branding, and communication strategy and execution**.

Since 2006 Ipsos Switzerland has been servicing an increasing number of Switzerland-based companies both at an international and local level. Originally focusing on the FMCG sector via our **Marketing and Communication** practices, Ipsos Switzerland has subsequently opened the **Observer Practice** geared to provide access to fast consumer research-based data through our international Field and Tab network. In 2013 we opened a Loyalty practice, the leader in **Customer Experience management, Mystery Shopping and employee engagement/satisfaction research**.

With the most recent developments in the consumer landscape, we have launched and have been growing our **Digital Practice**, with projects ranging from **Social Intelligence, Passive Monitoring, Digital Communication Optimisation to managing Insight Communities**.

In 2016 we have opened a new Practice, **Public Affairs**. We inform public and private sector decision-makers about the behaviors, expectations and opinions of citizen-consumers; track the evolution of opinions and behaviors and their impact on corporate reputation.

Fast Facts, Ipsos Switzerland

An international full-service agency:

- Inaugurated in Switzerland in 2006

- Based in Geneva and Basel (With 88 experienced multi-lingual staff, consisting of 18 nationalities), covering all major industry sectors: FMCG, Financial Services, Luxury, Travel, Retail, Tobacco, Durables and NGO
- With a strong Digital Practice
- Providing innovative quantitative and qualitative solutions
- Delivering excellence in multi-country and local research programs
- Specialising in branding, innovation, and communication covering among others: Brand and Advertising tracking, market understanding, positioning & segmentation, creative, copy, concept and product development.
- Trusted Advisor to the world's leading Companies on all matters relating to measuring, modeling, and managing customer and employee relationships.
- Member of VSMS/ASMS and ESOMAR

Snapshot of Our Hot and Innovative Solutions

Digital Path to Purchase: Combining Social Intelligence, Passive Metering and Communities with online surveys to unveil key touch points, purchase pathways during the purchase decision-making process.

Wallet Allocation Optimizer: New metric developed by the Ipsos Loyalty Practice, linked to share of wallet and business results. By using the concept of how customers rank the firms in their usage set, this new approach provides our clients with the information they need to radically improve their competitive position in the marketplace.

Virtual Consumer Immersions: Take the opportunity to immerse yourself in your consumers' shoes, leveraging our

multi-functional online platform. Online journal with consumers' stories, pictures and video clips. Blog discussions about any category or brand related topics. Web-cam interviews to talk with your consumers «live».

Censydiam: A modular suite of solutions which helps develop growth strategies for your brands. It shows how brands can connect with deeper human motivations to gain true competitive advantage.

Brand*Shout: A real-time tracking approach conducted via a simple mobile app. Consumer reactions are gathered during the period of a week enabling to gauge any type of consumer experiences with any type of advertising (e.g., in-store, digital, WOM, outdoor).

Contact us

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