

GAME CHANGERS



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Inaugural Year

2006 in Switzerland, 1975 Globally

Management Team
Cees Faber, CEO
Hubert Brossard
Marion-Anne Cattaneo
Franck Falzi
Walid Masrouha
Alexandre Mina
Christopher Pollatschek
Fred Schipper

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, enterprise feed back management and Mystery Shopping**. 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 opened a new Practice, **Public Affairs**. Ipsos Public Affairs conducts research for clients from government, corporate, and not-for-profit sectors. We understand and manage issues, advance reputations, enhance communication, and evaluate policies.

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, consis-

ting of 18 nationalities), covering all major industry sectors: FMCG, OTC, 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.

Enterprise feed back management: Enterprise Feedback Management (EFM) collects customer feedback and combines it with all related data – from social media to operational metrics – to provide real time insight and predictive analysis tailored to the individuals in your organisation.

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». We also offer workshop facilitation to bring to life study results.

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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