ESTABLISHING KNOWLEDGE MANAGEMENT

Simon Atkinson

The world of market research

Ipsos Knowledge Centre

GAME CHANGERS

Ipsos

Ipsos Knowledge Centre

The world's most valuable resource is no longer oil…

IT'S DATA

GAME CHANGERS

Ipsos

“There is no such thing as a silent expert.”

Ipsos Connect
THE ATTENTION DEFICIT:
HOW BRANDS CAN BE HEARD IN A WORLD OF MEDIA OVERLOAD
Thought Piece 2015

Demystifying the Africa Middle Class
July 2015

Brazil 2016, Disenchantment, Pragmatism & Hope
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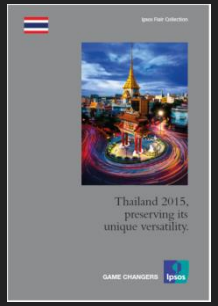
Thailand 2015, preserving its unique versatility.
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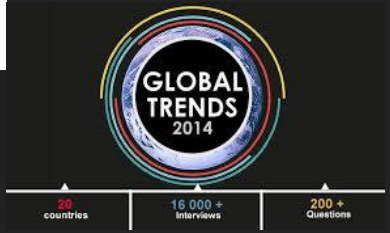
HOW TO VALIDATE & ADOPT NEURO METHODS FOR GLOBAL MARKET RESEARCH APPLICATIONS
> BIG BUSINESS PERSPECTIVE
Elissa Moses, EVP Neuro & Behavioral Science Center

A GUIDE TO TEXT ANALYTICS
ALL YOU NEED TO KNOW FOR SUCCESSFUL DEPLOYMENT
Fiona Moss | Jean-François Damais


GLOBAL TRENDS 2014
20 countries
16 000 + Interviews
200 + Questions

THE WORLD at a GLANCE

2014 China Auto Market Brand Research Report
2015 Executives Career Choosing Trends Survey

Ipsos Marketing
The Innovation and Brand Research Specialists
Give the people what they want – Concept testing on the consumer's terms

Ipsos Connect
THE ATTENTION DEFICIT:
MORE SCREENS, MORE CONTENT AND HOW BRANDS CAN CONNECT
Thought Piece 2015

FUEL FOR THOUGHT
WELCOME TO FUEL FOR THOUGHT!
PLAY NOW
40 YEARS

Ipsos Public Affairs
Ipsos European Pulse August 2015
Views on the EU
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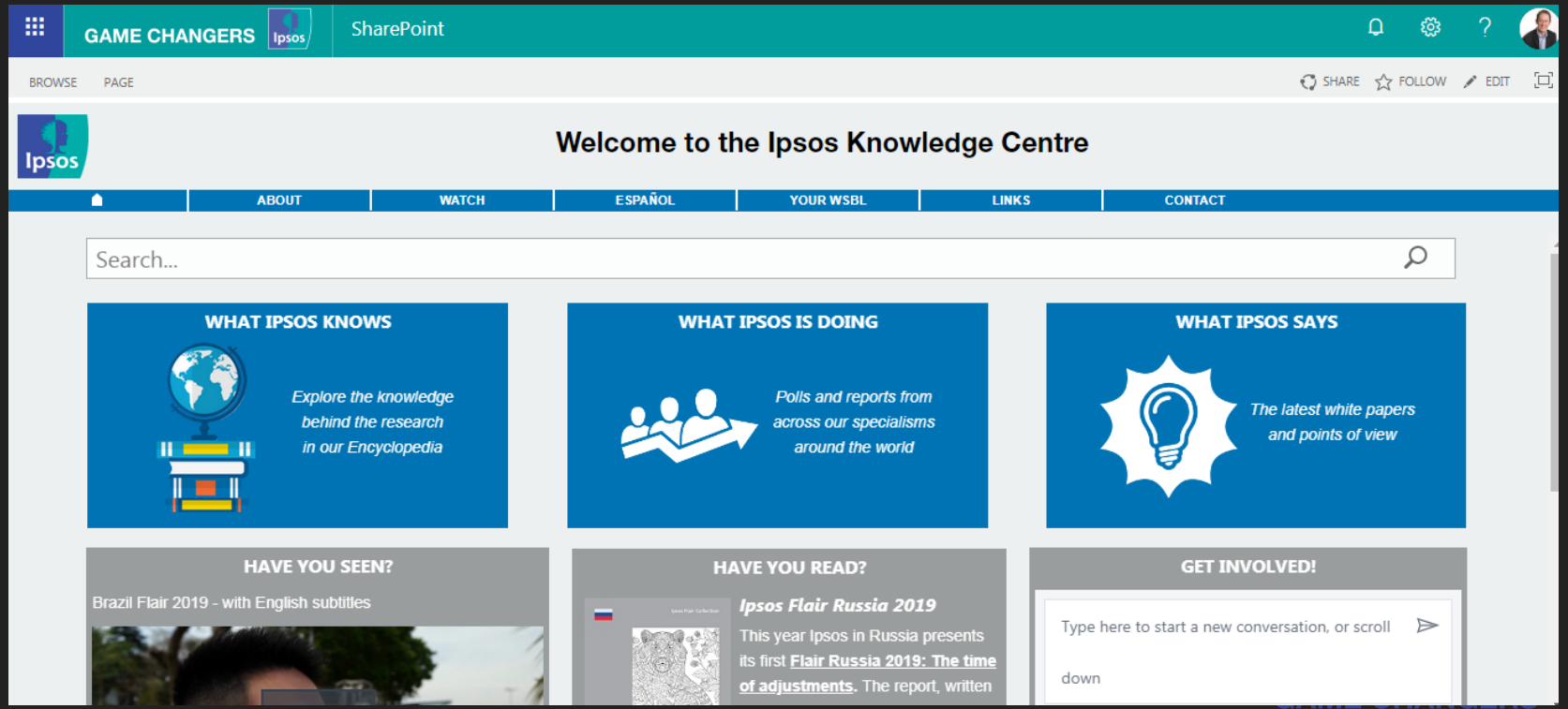
ideas

10 trends

Colombia 2016, un fuerte anhelo de éxito
GAME CHANGERS

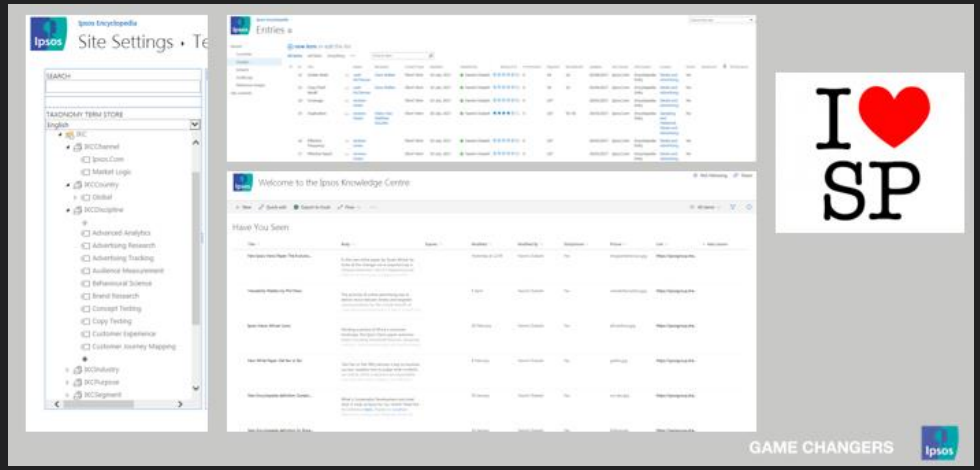
20 years of change among Europe's Affluent consumers
The Century Club, London
11 June 2015

Define, Organise, Share *What Ipsos Knows…*



#1

Actually, Sharepoint was OK

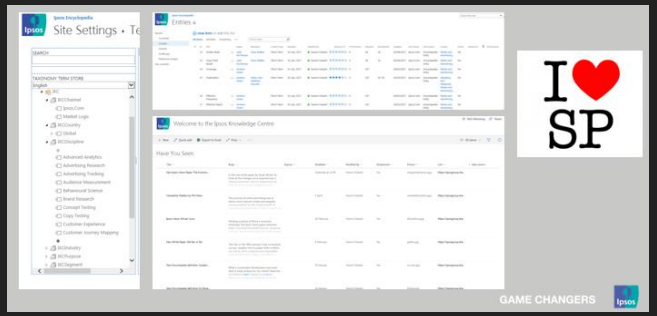


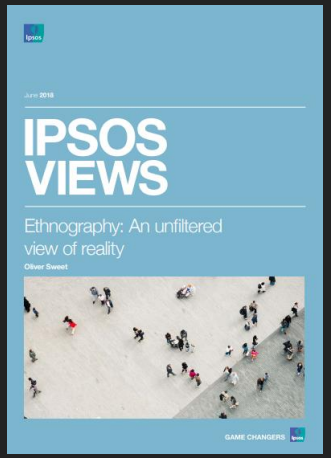
#2: No two KM set-ups are the same

Document Capabilities and Know How	Document "Lessons Learned"	Document "What Ipsos Knows"	Feed Learning and Development
Improve KM set-up	Develop Communities	Build Project Database/Archive	Support Client Work (Desk Research)

#3

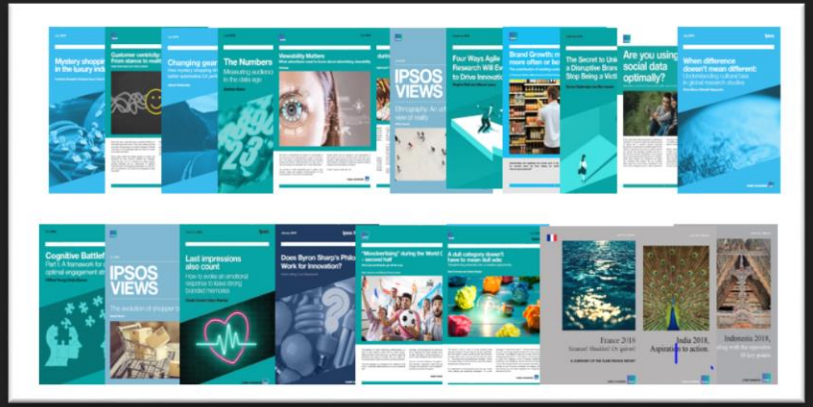
We needed specialist expertise





#4

“Emblematic Products” really helped us



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#5

Communicate
Communicate
Communicate

#5

What we have built is still rather delicate