

乙方的修养

On The Professional Service Career Path

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GAME CHANGERS



关于益普索

A Global Leading Research Agency & The Largest Market Research Company in China

全球领先研究机构
中国最大的市场研究公司

16,000+ Full-time Ipsos employees 

1.6 Billion euros in annual revenues 

70+ Million interviews conducted each year 

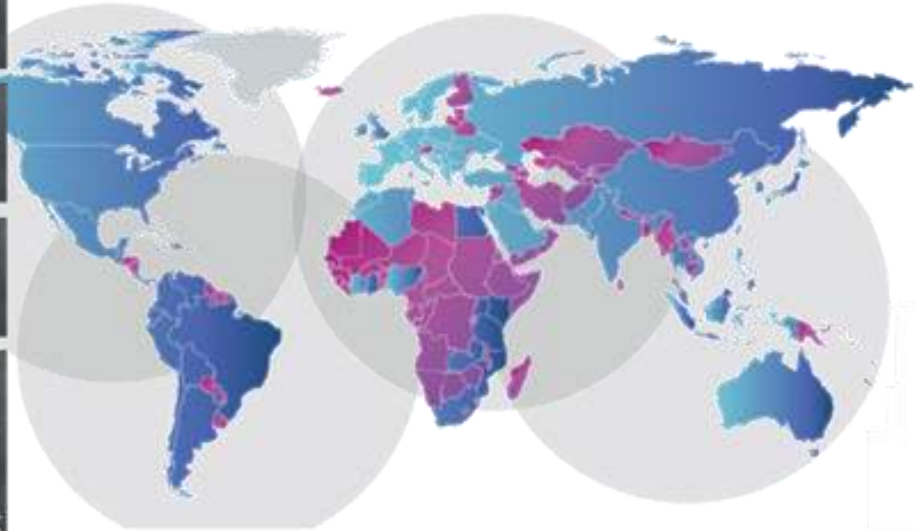
5,000+ Clients around the world 

5 values

- Integrity
- Curiosity
- Collaboration
- Client First
- Entrepreneurial Spirit

80+ Countries With Ipsos Offices

100+ Countries We Do Research in



益普索数据被中国各主流媒体引用

Ipsos data has been quoted by major mainstream media in China

央视（电视媒体端）报道



主流媒体（网络端）报道



益普索民调：全球消费者信心指数中国得分72.9，24国中排名第一

环球时报
2020-06-18 《环球时报》社官方微博

国际市场研究机构益普索(Ipsos)当地时间8月17日公布的调查结果显示，全球消费者信心指数在今年6月触底后出现反弹。而在参与调查的24国中，中国消费者信心指数为72.9，排名第一。

央视网消息：据美国广播公司新闻部和益普索集团13日公布的一项民意调查发现，大多数美国人不同意美国总统特朗普在应对新冠肺炎疫情方面的表现，这一比例大约为三分之二。

什么是专业服务

What is professional service?



专业服务 Professional Service

- **专业服务**是承包商或产品供应商出售的一种无形产品，用于帮助客户管理其业务的特定部分。
- **专业服务提供商**拥有有关利基领域的专业知识，例如法律、营销或会计，他们使客户能够专注于核心业务问题。
- **专业服务**通常按计费小时数开具发票。

专业服务囊括

Professional service includes...

风险投资/投资银行

Venture Capital/investment bank



咨询

Consulting



广告

Advertisement



市场调查

Market Research



会计公司

Accounting firm



IT公司

IT firm



乙方的边界在变得模糊

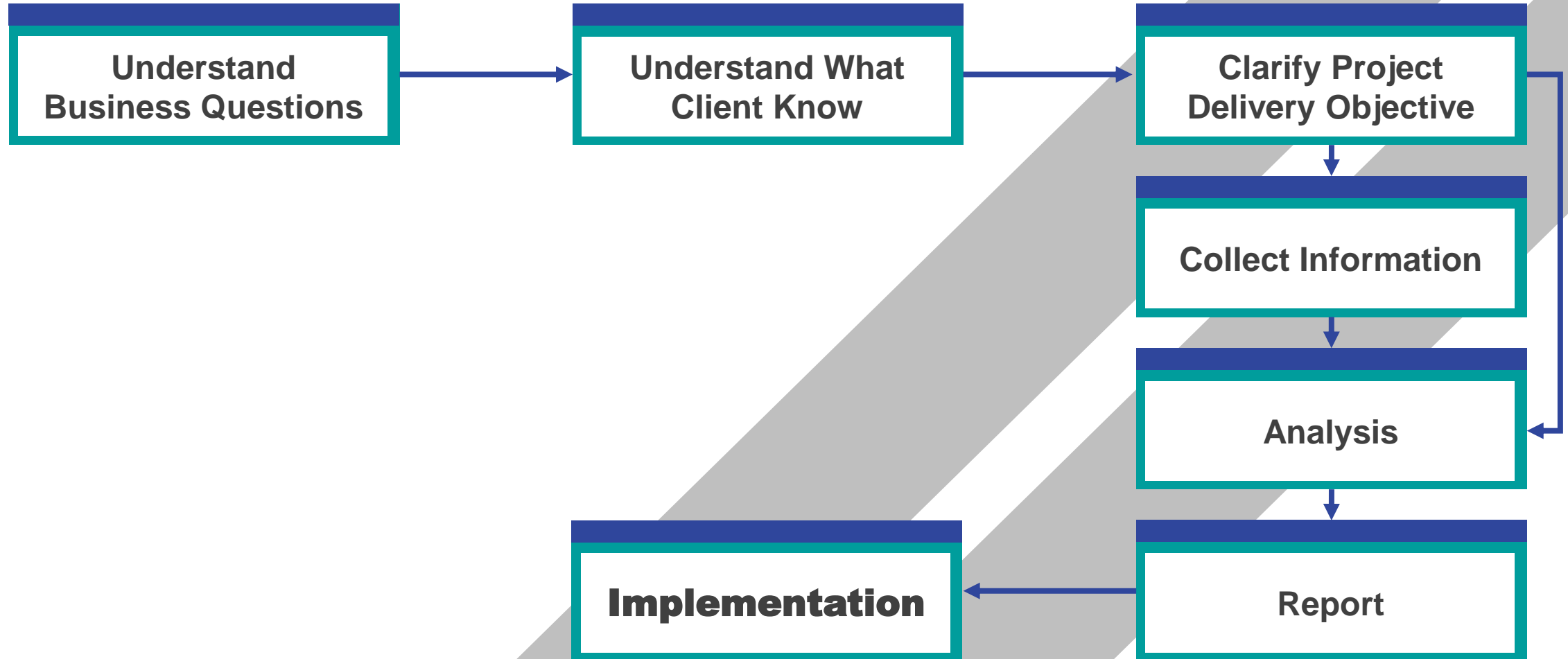
The edges are blurred...

专业服务
Professional Service



我们如何帮助顾客

How do professional servicers help clients?



专业服务人员的角色

What is professional servicers' role?

我们为客户饰演多种角色

We play many roles for our clients ...

Advisor

As the research experts, we advise on best approach to meet the objectives

Quality Controller

We are responsible for delivering the results with integrity and thoroughness

Interlocutor

We represent the voice of the consumer to the clients

Consultant

We recommend appropriate actions as a result of the research

Facilitator

We help the clients look good within their own companies

高光时刻

Shining Moment

什么是市场研究

What is marketing research?

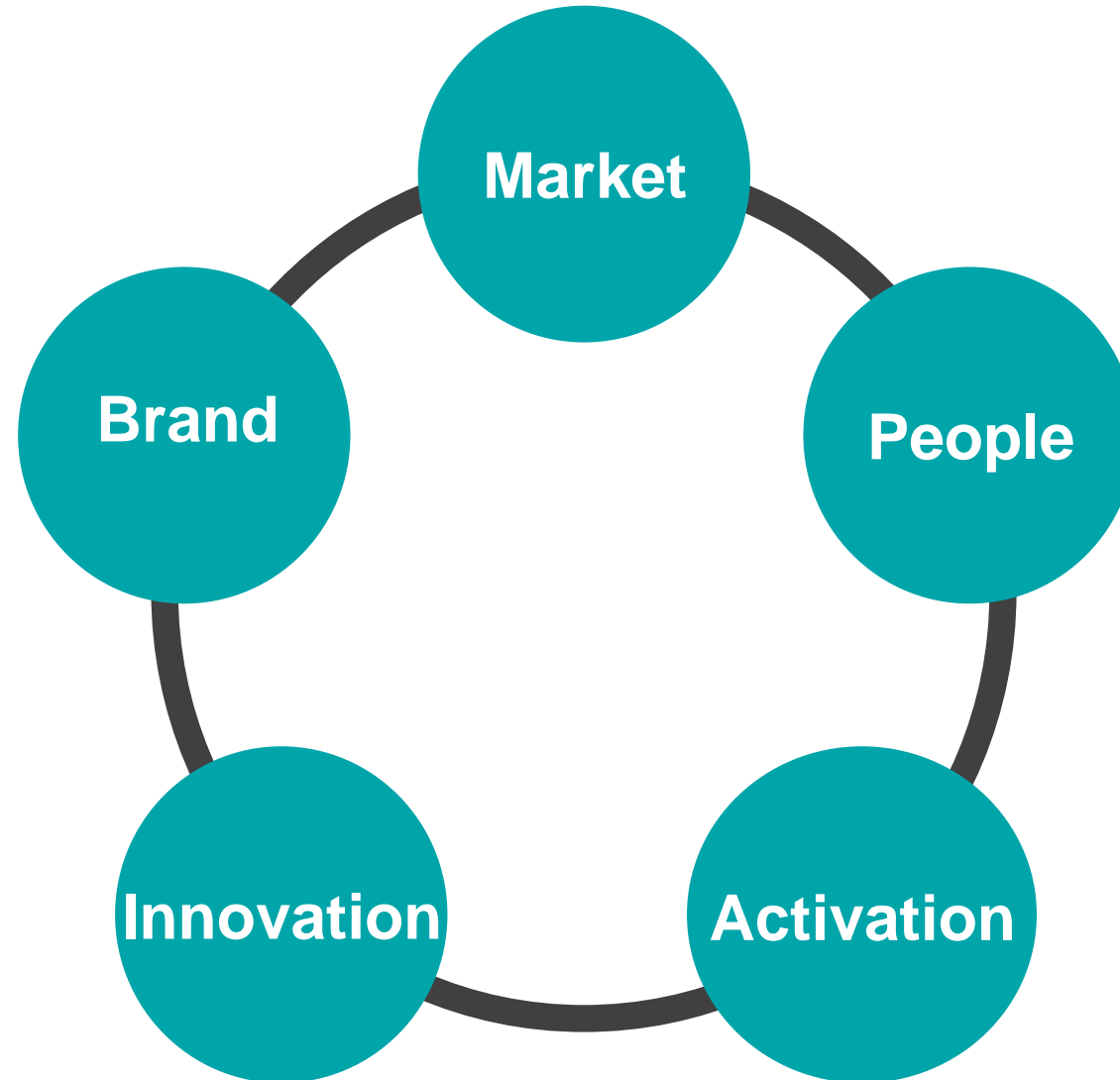
市场研究 Market Research

- **市场研究**是数据和洞察专业的基本基础——倾听和理解人们的观点，并在做出决策时解释这些信息以指导品牌、组织或政府。
- **市场研究**是关于分析和解释（正确的）数据以构建可用于预测未来事件、行动或行为的信息和知识。这正是我们职业的真正技能所在。
- **洞察力**使世界各地的人们能够理解和解释我们生活的日益复杂的世界。

--ESOMAR

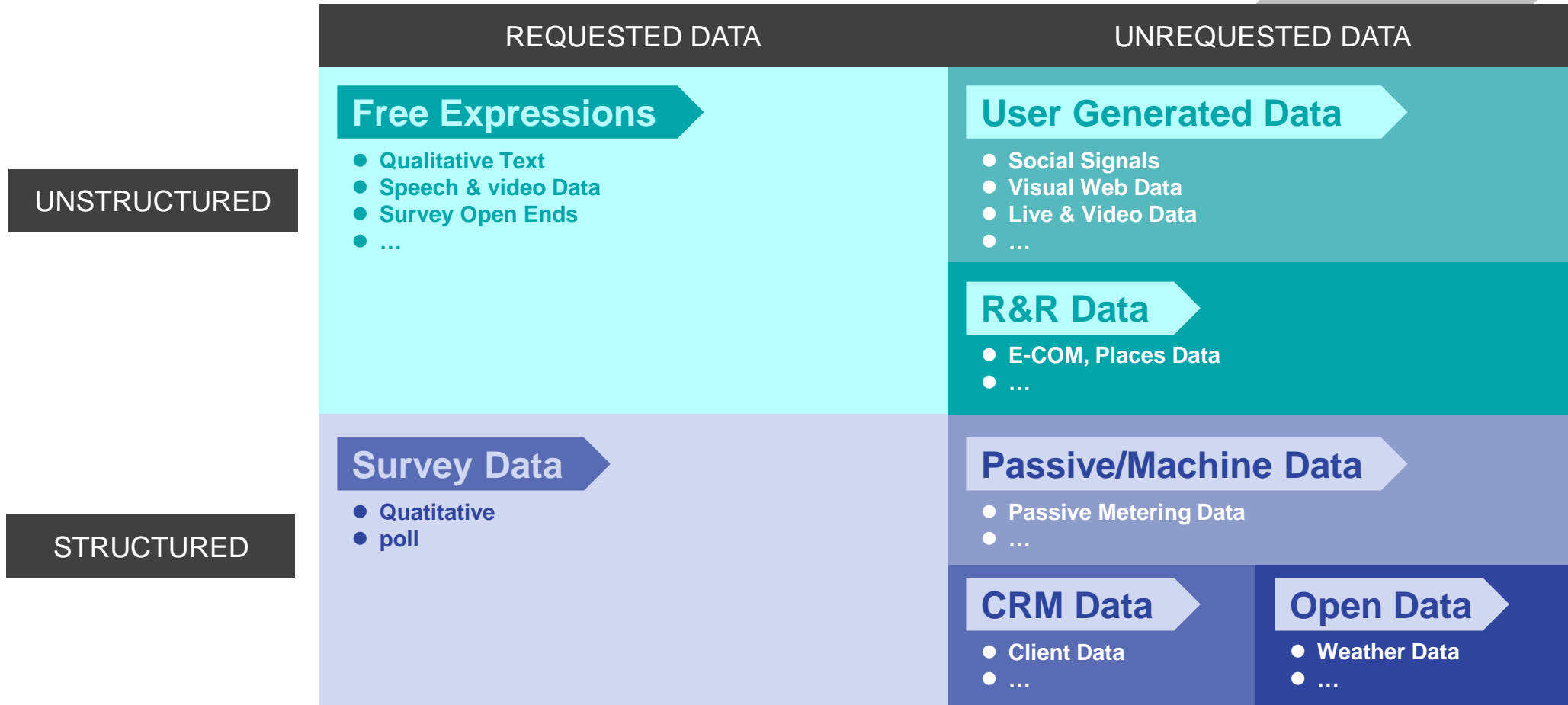
市场研究-洞察世界本真，助力企业成长

Marketing Research help client to understand market and consumers



多样化的数据来源

Diversified Data Source



“ What ”

“ So What ”

“ Now What ”

乙方的价值

The value of agency's work

We Know

We Don't Know

Clients Don't Know

Area to Show Our Expertise and Charge Premium

Excellent Work!

Clients Know

Consulting at Brief Stage

Failed Projects





逻辑思考能力

Logical Thinking



积极

Proactiveness



责任感

Accountability



开放的心态

Open Minded

A group of diverse business professionals in a meeting room, looking at a laptop screen. The scene is dimly lit, with the primary light source being the laptop screen, which is out of focus. The people are dressed in business attire, and the atmosphere appears to be one of collaborative work and inquiry.

好奇心

Curiosity

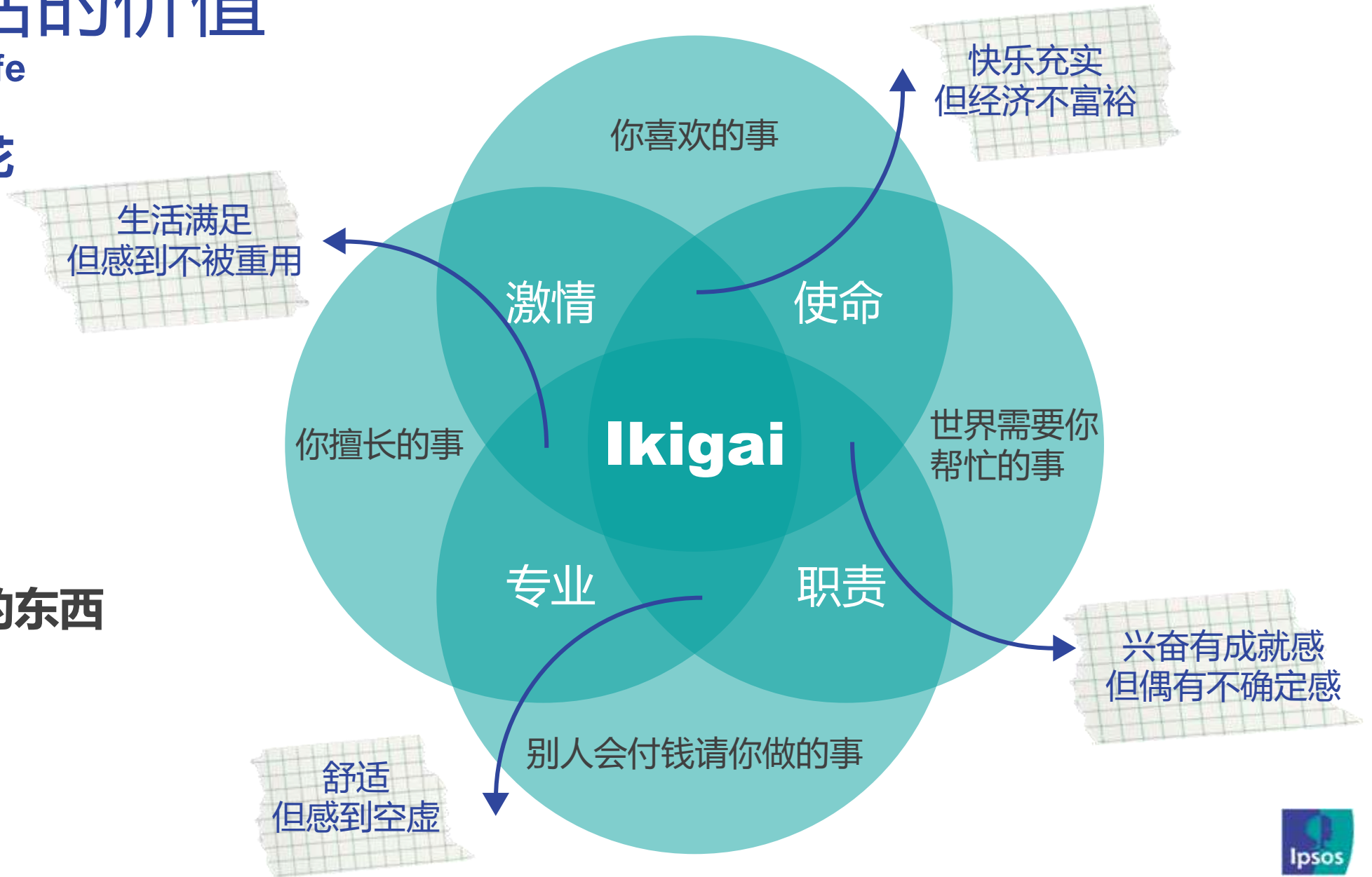
Ikigai生活的价值

Value of Ikigai Life

生命的幸福之花

Ikigai

使生活有价值的东西



享受登山路上的每一步

Enjoy Every Step on the Road