



Press Release

A New Era for Ifop Group

Paris, November 14, 2024 — Ifop Group, a longstanding leader in market research, is entering a new phase with the launch of a reimagined brand platform aimed at reinforcing its vision, solidifying its identity, and clarifying its market positioning.

This transformation showcases a strategic ambition: to establish itself as an insights leader globally by offering comprehensive research solutions all under one roof. Since 2018, the integration of companies like Sociovision, Occurrence, Deep Opinion, and Brain Value alongside Ifop has paved the way for a significant enhancement of the Group's offerings. This new chapter fully embodies the Group's identity, balancing our expertise across all areas and highlighting marketing and international initiatives.

A Strategic Alignment

This evolution is embodied in: *Everything starts with people*. More than just a tagline, it reflects our vision and commitment to placing people at the heart of every decision. The new visual identity, symbolized by an open and living cell, evokes life and adaptability. "This logo reflects our vision of a dynamic global brand, one that can adapt to the cycles of life, trends, and crises. People drive the world, and understanding them, in every way possible, remains central to our approach. By connecting our clients to people's innermost thoughts, we help them create value and make an impact," explains Isabelle Grange, Marketing and Development Director of the Group.



An International Ambition

This evolution transcends our French heritage, often associated with opinion and politics in the national media landscape. With over 60% of studies conducted internationally and 85% within sectors like luxury, beauty, and wellness, Ifop Group leverages a globally recognized marketing expertise. “With teams in France and our hubs in America and Asia, continuously connected, we provide worldwide solutions to clients. Reflecting our projects and the clients who trust us, it was essential to showcase a brand with international reach, one capable of supporting global companies and their long-term strategic goals,” says Christophe Jourdain, CEO of the Group.

Starting with our People

This vision drives us forward. “Ifop Group employees are at the core of our vision: *Everything starts with people*. This milestone was celebrated during our annual managers' meeting at La Cartonnerie (Paris Xle) with an immersive pop-up store reflecting the spirit of our brand—human, creative, and dynamic. This unique event allowed one hundred employees to preview the new identity and become its first ambassadors, illustrating the Group's deep-rooted belief that everything begins with people. The quality of the presentations and shared initiatives that day were concrete demonstrations of this conviction.

To honor our rich heritage, each participant received the latest books by some of our experts,* and an exhibit traced the evolution of our identity. This occasion also marked the launch of our first textile collection, in collaboration with Studio Francosse, which elegantly and subtly incorporated our new symbol.”

“Our managers embody our values daily; it was essential for them to be the first to embrace this new era,” concludes Isabelle Grange.

This endeavor, which involved all our subsidiaries and key company members, was supported by the branding agency Yuma, chosen for its expertise in heritage brands.

*Frédéric Dabi and Brice Soccol, *Parlons-nous tous la même langue ? Comment les imaginaires transforment la France*, La Tour-d'Aigues, Éditions de l'Aube, 2024.

Jérôme Fourquet, *Métamorphoses françaises. État de la France en infographies et en images*, Paris, Éditions du Seuil, 2024.

Assaël Adary and Louise Amiot, *Communication et Marketing Responsable* - 2^{ème} édition, Paris, Dunod, 2024.



About Groupe Ifop: Founded in 1938 by sociologist Jean Stoetzel, Ifop pioneered the survey method and was the first to conduct public opinion polls in France. Over the years, Ifop has grown across Europe, the United States, and China as a specialist in consumer and citizen insights, evolving into a multi-expertise group integrating Sociovision, Occurrence, Deep Opinion, and Brain Value. Guided by the conviction that people drive the world, and driven by a passion for humanity, a culture of expertise, objectivity, and a sense of inquiry, Groupe Ifop aims to connect with people and, by decoding their expectations, attitudes, and behaviors, supports clients globally in uncovering the drivers that create value and carve a path toward a positive future.

***High-resolution images available**

The new brand architecture of Ifop Group



A visual overview of the launch setup: Immersive pop-up store

