



# Ipsos Public Affairs



## Ipsos I-Rep Insurance Advisor

Ipsos' *I-Rep Insurance Advisor* is a service designed specifically to help insurance companies strengthen and protect their most important asset – their good name, and the reputation behind it. Leading insurance companies rely on this service to guide their messaging and community relations strategy, to assess the impact of their communications efforts, and to provide their business units and sales force with directions for growth.

*I-Rep Insurance Advisor* measures, compares and tracks the reputation of over 40 leading insurance companies like yours on a monthly basis. This monthly report gives subscribers a real-time reading of how news stories, advertising campaigns and corporate communications programs are impacting their company's reputation and competitive standing.

*I-Rep Insurance Advisor* is more than just a scorecard for the industry: it gauges the relative importance of reputation drivers, it measures both the industry's and individual companies' performance on key metrics, and it identifies opportunities and threats. Using proven techniques, Ipsos can provide advice to strengthen an insurance company's corporate reputation through specific program recommendations and to help control the damage if adverse publicity or conditions were to arise.

### How it Works

Every month, we interview a fresh, nationally representative sample of over 1,000 Americans about their opinions and attitudes toward the insurance industry more generally, as well as their perceptions of over 40 major insurance companies in particular.

The research covers:

- Awareness of/familiarity with companies
- Favorability ratings of the insurance industry and individual companies
- Perceived strengths and weaknesses of companies (verbatim responses)
- Performance ratings of the insurance industry and companies on key reputation drivers
- Relative importance of reputation drivers (e.g., customer service, ethical practices, caring about communities)
- Insurance policy types/ companies' market share
- Exposure to companies' ads, direct mail, website, reps/agents, claims
- Exposure to news about companies, recall about news seen or heard (verbatim), word of mouth
- Advocacy ratings for companies

Clients can also evaluate the opinions of their own policy holders and compare their attitudes to industry-wide benchmarks and norms.

### Deliverables

Clients of Ipsos' *I-Rep Insurance Advisor* receive:

- Monthly "hotline" reports of their corporate reputation rating versus industry benchmarks;
- A mid-year consultation with senior Ipsos researchers on trends to date and the impact of key developments on each client's corporate reputation;

- An annual report and an on-site presentation of key findings and recommendations

The fee for subscribing to *I-Rep Insurance Advisor* for 12 months is \$19,500.

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### Ipsos Public Affairs

Ipsos is the world's third largest survey research firm with offices in 64 countries. In North America, Ipsos consists of 1,600 research professionals across 26 locations, including New York City, Washington, D.C., Chicago and Seattle. Ipsos Public Affairs specializes in corporate reputation, issues management, strategic communications and sociopolitical trends, serving the needs of corporations, non-profit organizations, public relations firms, news media and governments. We have media partnerships with the most prestigious news organizations around the world, and we are the international polling agency of record for Thomson Reuters. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third-largest newspaper company in the United States. To learn more, visit [www.ipsos-pa.com](http://www.ipsos-pa.com).