

Key Influencer Tracking

People with Power

Reputation is arguably your single most valuable organisational asset. It acts as a corporate halo that can support competitive and organisational performance. Maintaining good relationships with key stakeholders is critical in building your reputation and with our multi-client research programme we provide you with access to people that matter.

How our clients use Key Influencer Tracking

- Targeting hard to reach influencers
- Tracking reputation performance
- Key insights - cost effectively delivered
- Optional workshops to internalise findings

YOUR REPUTATION

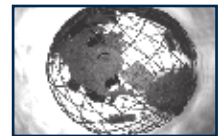
MEPs



Government



NGOs



Financial
Community



Captains
of Industry



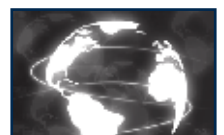
Journalists



Consumers



Influencers



Bespoke Reputation Research - amongst your Key Stakeholders

For more information on our techniques, methodologies and international capabilities please contact Andrew Nelson
andrew.nelson@ipsos.com

Our Reputation Database

We have data on more than 1,500 organisations. Contact us to see if we have measured you.

For more information visit www.ipsos-mori.com/reputation, contact Andrew Nelson on +44 (0)20 7347 3938 or email andrew.nelson@ipsos.com

2010 Timetable

Helping our clients build stronger relationships with the people that matter to them.

	(£) Reputation & Comms Audit	(£) Special Questions	Questionnaire Finalisation	Fieldwork	Results From
Government and NGOs					
House of Commons Summer	13,350	1,650	May	June/July	August
House of Commons Winter	13,350	1,650	October	Oct/Dec	January
Scottish Parliament	9,000	1,050	August	Sept / Oct	November
Welsh Assembly	7,000	800	August	Sept/Oct	November
Members of The European Parliament	€22,000	€3,000	March	Apr/June	July
Non-Government Organisations	11,500	1,200	May	June/July	August
3 Houses Discount (MPs, MSPs & AMs)	£24,950	Survey dependent	Survey dependent	Survey dependent	see above

The Financial Community

Investors & Analysts	25,000	500	As required	6 weeks	As required
Business & Financial Journalists - Summer	9,300	1,050	May	June	July
Business & Financial Journalists - Winter	9,300	1,050	October	Oct/Nov	January
Personal Finance Journalists	10,750	1,200	January	Feb/March	April

Business Leaders

Captains of Industry	18,750	2,370	July	Sept/Nov	December
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Journalists (National, Regional, Broadcast & .Com)

Oil & Energy Journalists	8,900	875	March	April	May
Transport Journalists	7,500	825	April	May/June	June
Pharmaceutical Journalists	7,500	825	April	May	June
Motoring Journalists	7,250	825	September	October	November

Communicating with the Public

Global Influencers - Spring	From 13,000	Available on request	March	April	May
Global Influencers - Autumn	From 13,000	Available on request	October	November	December
Corporate Responsibility - Summer	11,500	1,200	July	Aug/Sept	October

Costs exclude VAT. Note: All studies subject to sufficient client demand

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