



Global @dvisor Public Diplomacy Toolkit



A new tool for embassy analysts

The *Public Diplomacy Toolkit* is a research package designed to help embassy analysts and personnel track and monitor global reputational risks which can affect the image of their country as well as those in other key countries around the world.

The Public Diplomacy Toolkit report package provides key measurements for you and your team to better understand countries, economies, and marketplace conditions.

Who we interview

Interviews are conducted with two key audiences:

- Online citizens (adults with Internet access)
- Elite audiences including The Intelligaged™

The Intelligaged™ are an elite online audience of your country's "broad elites" whose attitudes and behaviors shape the environment within which other citizen-consumers participate and are influenced and whose attitudes and behaviors foreshadow those of general consumers and citizens in the future.

Deliverables

Each subscribing organization receives:

- An Executive Flash Report summarizing the top three themes emerging globally from the social and political risk arena.
- A Risk Report containing ratings for your country benchmarked against the world's leading economies in Ipsos' six indices of global risk, including free enterprise; globalization; activism; optimism; rights protection; and business regulation.
- Accompanying PowerPoint slides with charts and graphs illustrating the results of all questions on a country-by-country basis for the reports above, plus additional graphs detailing respondent's media habits and internet use.

Methodology

Data for the Public Diplomacy Toolkit is gathered through our 24 country, online, Global @dvisor platform, conducted in: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and Turkey.

500–1,000 interviews are completed in each country, for a total of 18,500 interviews.

Cost

The cost to purchase the latest Public Diplomacy Toolkit report package is \$5,000.

About Global @dvisor

Global @dvisor is an online research service conducted monthly in 24 countries: the US, Canada, Argentina, Australia, Belgium, Brazil, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, and Turkey.

Global @dvisor reports assess perceptions of the world's social and economic trends and analyze public and elite opinion elements including:

- Social & Political Risk
- Country Image Barometer
- Corporate & Business Risk
- Sectoral Risk
- Brand Risk (40+ global leaders)
- Familiarity
- Favorability
- Worth what paid for
- Trust
- Social Responsibility
- Environmental Responsibility
- Reputational Marketing Efficiency
- Profile



Ipsos Public Affairs

About Ipsos Public Affairs

Ipsos is the world's third largest survey research firm with offices in 60 countries. In North America, Ipsos consists of 1,600 research professionals across 26 locations in the U.S. and Canada, including New York City, Washington, D.C., Ottawa and Toronto. Ipsos Public Affairs specializes in organizational reputation, issues management, strategic communications, and socio-political trends, serving the needs of government, non-profit organizations, corporations, public relations firms, and news media. We have media partnerships with the most prestigious news organizations around the world. 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, and the international polling agency of record for Thomson Reuters, the world's leading source of intelligent information for businesses and professionals. In Canada, Ipsos Public Affairs is the official polling partner of CanWest News Service.

To learn more, visit
www.ipsos.com

Contact

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