

Perception Study

Gaining Valuable, Unbiased Insights from the Financial Community

INSPIR

Confirm, recalibrate or set an entirely new strategic course for your investor relations program to more effectively align messaging and strengthen shareholder value

Why Partner with InspIR to Reach Your Key Stakeholders?



EXPERIENCE

Over 25 years experience as investor relations consultants, IROs, CFOs, investment bankers and equity analysts. Deep understanding of your audience needs. We probe beyond the initial question to delve into subject matter, for candid, more detailed and insightful answers.



BROAD EXPERTISE

We design, support and execute all aspects of comprehensive Best Practice IR programs- not just surveys. Our recommendations are therefore highly actionable and impactful.



SECTOR & MARKET EXPERTISE

More than 25 years creating and supporting investor relations programs and conducting perception studies crafted for a vast array of companies in most sectors and market caps. We have expertise in volatile and dynamic markets and the unique aspects of working in these environments.



EMERGING MARKETS EXPERTISE

Our engagement with clients in developed and emerging markets has enabled us to establish unique and close relationships with a broad scope of industry and global/EM buy/sell-side analysts and Global Emerging Markets Buy/Sell side analysts and portfolio managers.



TRACKING THE IMPACT OF INNOVATION

Unique IR initiatives and fast-paced changes in market dynamics- such as ESG disclosure and the use of technology for outreach- can have an impact on desired results. Our teams track these trends and conduct thorough analysis to measure the related impact.



IN-DEPTH INTERVIEWS

Our interviews are in-depth conversations which typically average 30+ minutes and delve into each topic and response. This is not an off-the-shelf ranking or box-ticking survey.



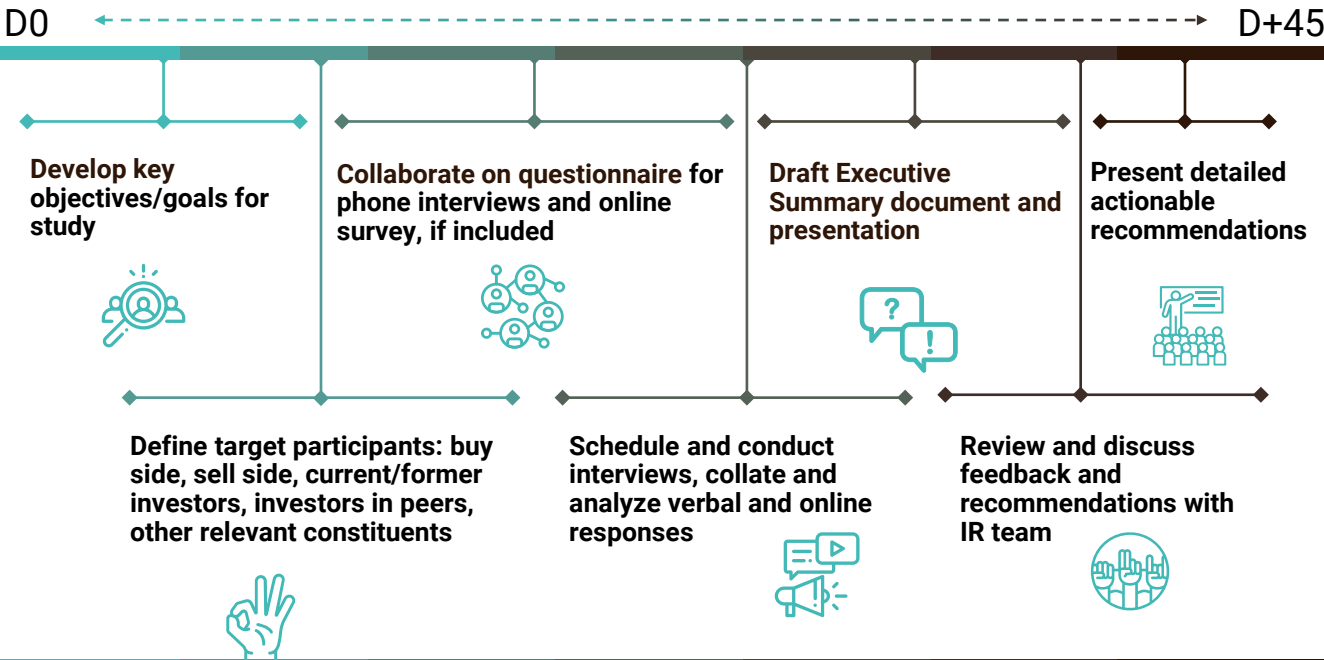
WE DO OUR HOMEWORK

Prior to engaging with respondents we review not only our client's communications, but also all relevant peer and industry media and sell side commentary.

Defining the Target Audience



Planning & Execution



Discuss your Perception Study plans with InspiR:

New York
Monique Skruzny
 monique@inspigroup.com
 +1 212 661 2243

São Paulo
Priscila Nannetti
 priscila@inspigroup.com
 +55 11 3080 8770