Eleanor is the Country Service Line Leader for Creative Excellence and leads Ipsos MORI’s creative development best practice. This specialises in measuring and amplifying how media, brands and people connect through compelling content. Throughout her career Eleanor has specialised in consumer behaviour and platform optimisation. Having worked with a wide range of clients, including McDonalds, L’Oréal and Mars, she is now responsible for thought-leadership in campaign development.

Her focus is on helping our clients optimise their communications to build stronger brands for now and the future. She is particularly interested in how the brain works and how we can best integrate this understanding into our approaches to advertising and customer insight. For example, Eleanor recently conducted a study into how mood may affect the audience’s engagement with adverts, grasping the opportunity of the World Cup to compare the different moods of people and their responses to adverts both before and after the games.

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