

OpinionWay asserts its ambition through a new brand identity

A key player in marketing and opinion research, OpinionWay is unveiling its new brand identity, designed to reflect its ambitions and meet the challenges of a constantly changing world. With its blend of technological innovation, social responsibility and international reach, this transformation marks a decisive step for the group as it approaches its 25th anniversary.

A transformation driven by the quest for meaning and innovation

Since its creation in 2000, OpinionWay has distinguished itself by its ability to innovate and support its clients in a world of perpetual change. In a context marked by advances in artificial intelligence and a growing demand for meaning in the use of data, OpinionWay is fully committed to meeting these challenges and building innovative and sustainable research solutions for the future.

This change of identity reflects:

- **A strong commitment to society:** OpinionWay is continuing its drive to become a **company with a mission**, helping to build a future where data is used in an ethical and relevant manner.
- **A response to changes in the market:** with solutions that are increasingly tailored to customers' needs in a changing competitive and international environment.
- **An affirmation of its core values:** agility, creativity and proximity.

A brand identity that embodies trust

For this redesign project, OpinionWay called on the **Lonsdale** agency, renowned for its expertise in branding and design, to come up with a distinctive and meaningful visual identity to match the group's ambitions.

OpinionWay's new logo retains a strong heritage through the presence of a touch of the historic red, a symbol of strength, while affirming a bold evolution. The inverted comma underlines the brand's role as a pathfinder in a complex world and illustrates a fundamentally optimistic vision.

The logo for OpinionWay, featuring the word "opinionway" in a lowercase, serif font. The letter "i" in "opinion" has a red dot, and the letter "y" in "way" has a red comma-like tail.

opinionway

Enable *today*, shape *tomorrow*

Made up of OpinionWay's historical inverted commas, **the emblem is a mark of trust**. It is a stamp certifying the quality and objectivity of the data and analyses that have distinguished OpinionWay since its creation. Like a trademark, it attests to the authenticity of our documents and makes them instantly recognisable.



"The new identity, which reflects both the scientific rigor and excellence of OpinionWay, as well as its human and intelligent approach, is centred around a strong symbol. Beyond the brand identity redesign, we have built an entire ecosystem that capitalizes on the historic quotation mark, featured across materials as a seal of trust."

Frédéric Messian,
CEO - Lonsdale

In addition, OpinionWay has adopted a new brand signature: "Enable *today*, shape *tomorrow*", which symbolises OpinionWay's ability to help businesses act in an unstable environment and seize every opportunity to have an impact on the future.

Through this global transformation of its identity, OpinionWay is reaffirming its positioning as **a trusted partner, capable of providing accurate, actionable insights while anticipating major societal changes**.

"OpinionWay celebrates its 25th anniversary in 2025 - a significant milestone that compels us to modernize our visual identity to align with the profound transformations in our industry. Artificial Intelligence and data hybridization present us with exceptional opportunities to better understand consumers, citizens, decision-makers, and all stakeholders of brands and organizations!"

Hugues Cazenave,
Chairman and founder - OpinionWay



Enable *today*, shape *tomorrow*

About the OpinionWay Group

Founded in 2000, OpinionWay is a pioneer in the digitalisation of research and a forerunner in the renewal of practices in the marketing and opinion research profession.

On the strength of continuous growth since its creation, the Group has never stopped opening up to new horizons to better address all marketing and societal issues, BtoC & BtoB, by integrating Social Media Intelligence, the exploitation of smart data, creative co-construction dynamics, community approaches, text mining and storytelling into its methodologies.

We operate on five continents from our offices in France (Paris, Bordeaux), Africa (Casablanca, Abidjan), Eastern Europe (Warsaw), China (Shanghai) and Europe with our pan-European subsidiary [Polling Europe](#) (Brussels).

As an active member of Esomar, we have been ISO 20252 certified since 2009 by AFNOR (with the aim of improving customer satisfaction and employee development).

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