



**IBRAHIM**  
CONSUMER BEHAVIORS

“Research is to see what  
everybody else has seen,  
and to think what nobody  
else has thought”

**Albert Szent-Györgyi**

# About us?



## **CORPORATE MISSION**

We are a leader of StarUp for the scientific analysis of behavior, developer of continuous measurement models and construction of predictive models for Latin America; that guarantees to preserve the veracity and quality of the information.

## **VISION**

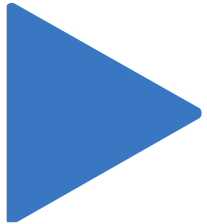
By 2027, we want to be the leading company in research and models scientific analysis of behavior. As well as, opinion leaders in the release, knowledge transfer and appropriation of contents in Latin America.

# Value promise

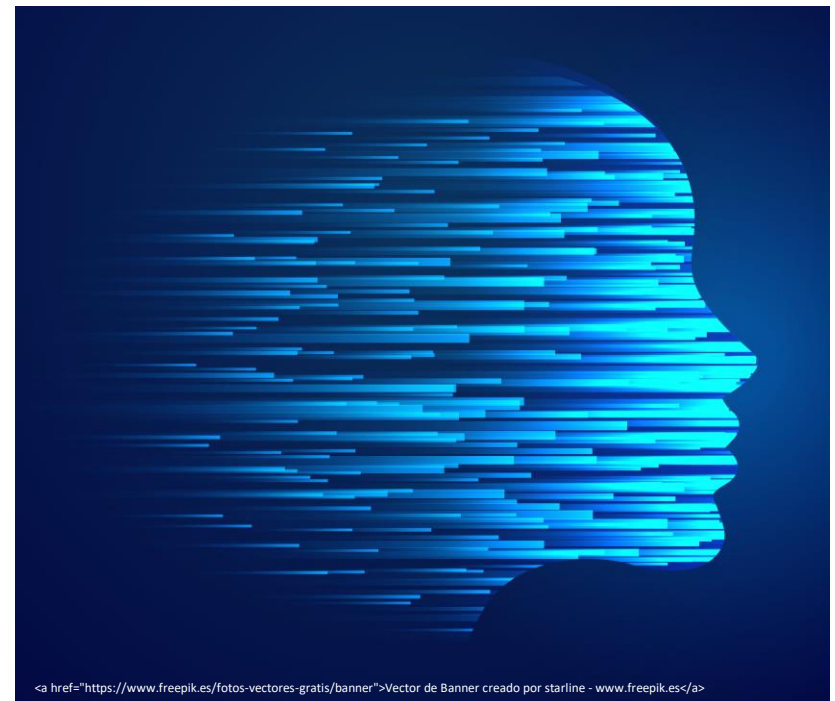
In **Ibrahim C.B** we permanently generate high quality information, useful to support the strategic plans of the companies.

It is based on scientific and technical research and is presented to users with a business journalism style.

Consumer behaviour information through the continuance users permanence in longitudinal studies with term effects.



ARE YOU PREPARED  
TO UNDERSTAND  
YOUR CONSUMER'S  
BEHAVIOR IN 20  
YEARS?



# CUSTOMER SECTORS IN CONSULTING AND RESEARCH

- **VEHICLES:** GM Colmotores. Hyundai of Colombia, YAMAHA
- **Communications:** Telefónica-Movistar, Telmex-Claro
- **Educational:** Universidad El Bosque, Konrad Lorenz University, Gran Colombiano Polytechnic University, Pilot University of Colombia, Minute Corporation of God.
- **Embassies:** Indonesian Embassy, KOTRA Korea Commercial Office.
- **Factories and / or Marketers:** Brinsa, Cemex, Colombian Commerce, Homcenter, GULF Lubricants, Laboratorios Chalver, SAO, YAMAHA.
- **Financial Sector:** Central Counterparty Risk Chamber (CCRC), Central Securities Deposit (Deceval), Pension Fund Davivir today Protection, South America.
- **Food:** Aldor, Alpina, National Chocolate Company, Duchess, Andean Star- Starbucks, Jennos Pizza, PESiCo, Pizza by meter - Deluchi, Solla,
- **Government:** Colciencias, Ministry of Culture, National Police, TRASMILENIO, SENA, Ernesto Cortizos airport in Barranquilla, Ministry of Foreign Affairs of Colombia, Peruvian Ministry of Foreign Affairs
- **Health Sector:** Colmedica, Colsanitas, Santafe Foundation.
- **Market Research Agencies:** Strategiesfor Business, Yanhaas.
- **Non Governmental Organization:** Road Prevention Fund (FONPREVIAL), CRAN Foundation, IDEAL Foundation, World Vision, Palliative Care Association of Colombia, Instituto Amazónico de Investigaciones Científicas "SINCHI".
- **Political Marketing:** Department of Santander (Evaluation of the leadership profile and voting capital, governor candidate and parliamentary candidate) and Tolima Colombia (Measurement of the intention to vote for the offices of governor and mayor) , Inter-American Development Bank (BID)
- **Services:** Avianca, DHL, Ernst & Young - EY, Org. Ardila Lülle, Ernesto Cortissoz Airport.

# Companies advised in Research, strategy, marketing, consumer and / or organizational processes



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CONSUMER BEHAVIORS



El futuro  
es de todos

Cancillería  
de Colombia

PERÚ

Ministerio de  
Relaciones Exteriores



**D&E**  
MARKETING





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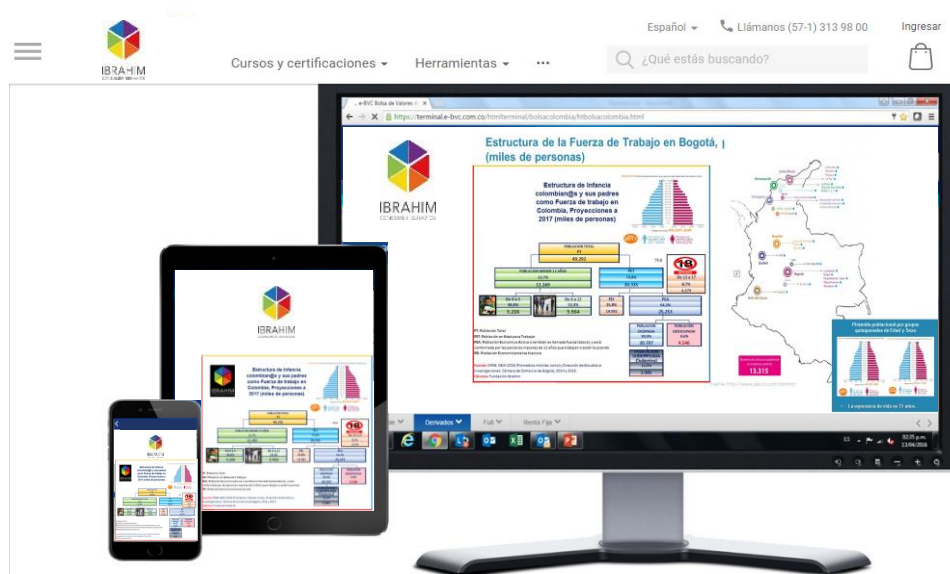
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# EXAMPLE DASH BOARD

# IBRAHIM C.B indicators are dashboards



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IBRAHIM C.B. indicators are dashboards that allow to consolidate relevant information in the decision making process of Markets. The main purpose is to guide and/or adjust the marketing efforts according to the countries and/or cities dynamics, and the qualitative and quantitative information that contains economic and demographic data of the countries and/or cities purchased.

The indicators are built from the multivariate information sources and this are updated every six months with proprietary methodologies, that allow projections to be made according to the references indicators. Depending on how deepened the type of indicator is acquired, IBRAHIM C.B. perform continuously advances.



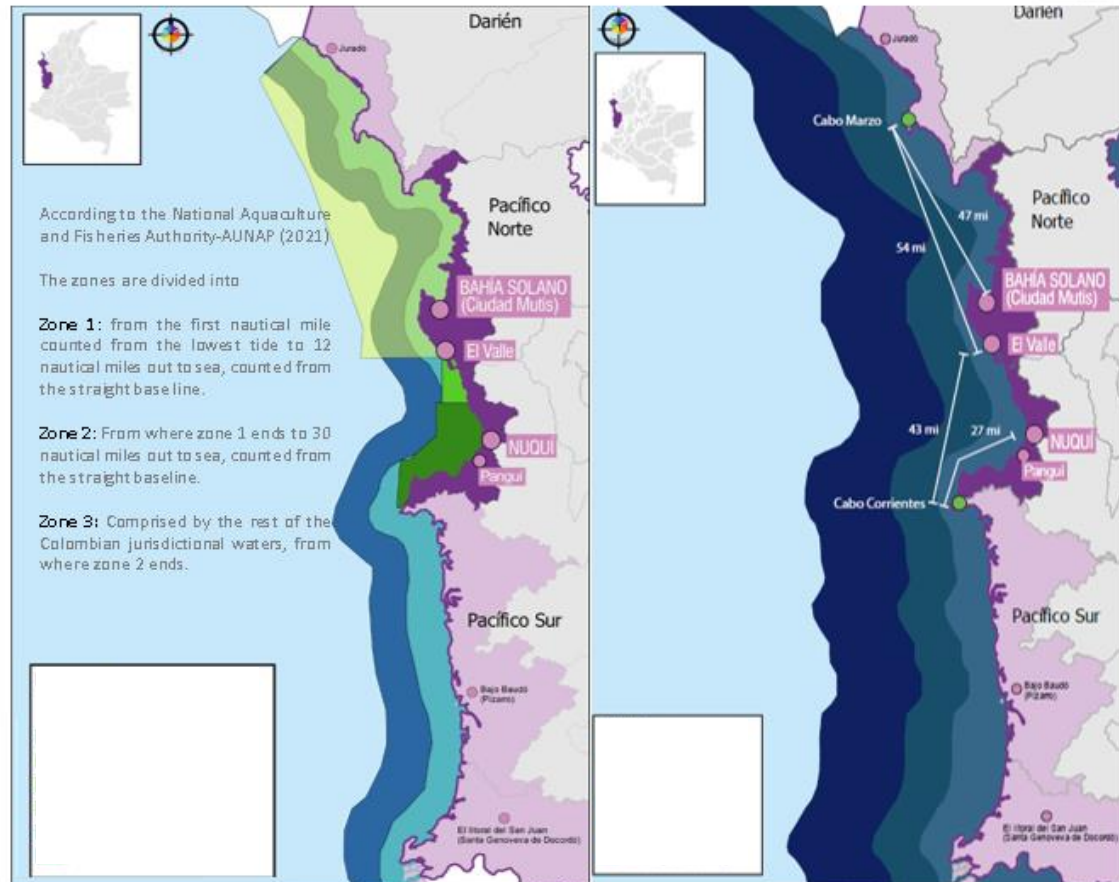
## EXCLUSIVE FISHING ZONE FOR THE PACIFIC (ZEPA)



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The marine area is located in the Eastern Tropical Pacific, a region with complex climatic and oceanographic characteristics. It is also a region with a high degree of ecological interconnection, which is manifested in the seasonal migrations of numerous species including turtles, tuna, sharks, billfish, cetaceans and birds, among others.

Eastern Tropical Pacific  
Fund and  
Biogeographical Chocó.



Elaboration: Ibrahim Consumer Behaviors, 2021

## RESUMEN SOCIODEMOGRAFICO MUNICIPIO ANDES, ANTIOQUIA



Pirámide poblacional por edades simples  
Municipio Andes 2017



**Jefe de Hogar**



**Estado Civil:  
Soltero**



**Analfabeta**



**Régimen de salud subsidiado por el estado en programa social - SISBEN**



**Casa Propia\*  
Propiedad Colectiva**



**Población víctima del conflicto**



**Percepción de pobreza**



**Índice de pobreza multidimensional (MPI)**  
(Logro educativo, seguro de salud, empleo, entre otros)



**NBI**  
(Vivienda inadecuada, vivienda sin servicios, hacinamiento y dependencia económica)



**Proporción de personas en la miseria**

\*Múltiples fuentes y elaboración Ibrahim 2022

# KPIs: Measurement in Political Marketing



Overview



Critical Success  
Strategies



Media

key days 2020  
CRITICAL SUCCESS STRATEGIES



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# EXAMPLE DASH BOARD



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# EXAMPLE DASH BOARD KPIs: Measurement in Political Marketing



**Political Campaign Guidelines** (Directrices de campaña)

**Voter Contact Points** (Puntos de contacto con votante)

**Electoral communication strategy** (Estrategia de comunicación lectoral)

**Political campaign evaluation** (Evaluación de campaña)

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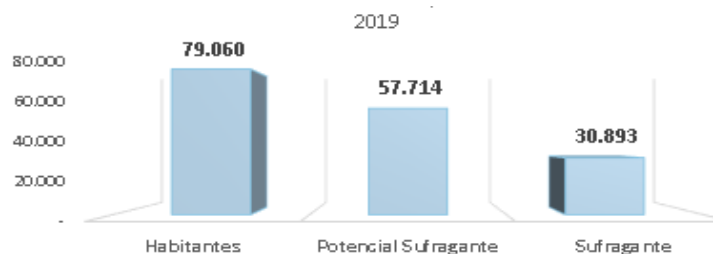


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# EXAMPLE DASH BOARD

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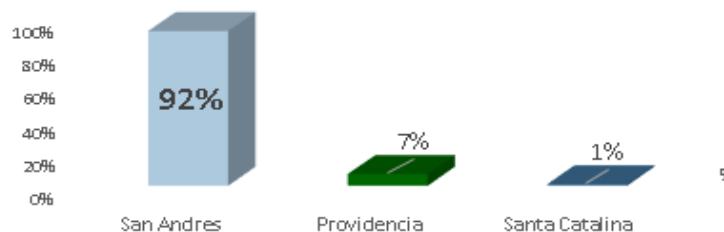
## ANTECEDENTES ARCHIPIÉLAGO DE SAN ANDRÉS, PROVIDENCIA Y SANTA CATALINA



Pirámide poblacional por edades simples SAI 2018



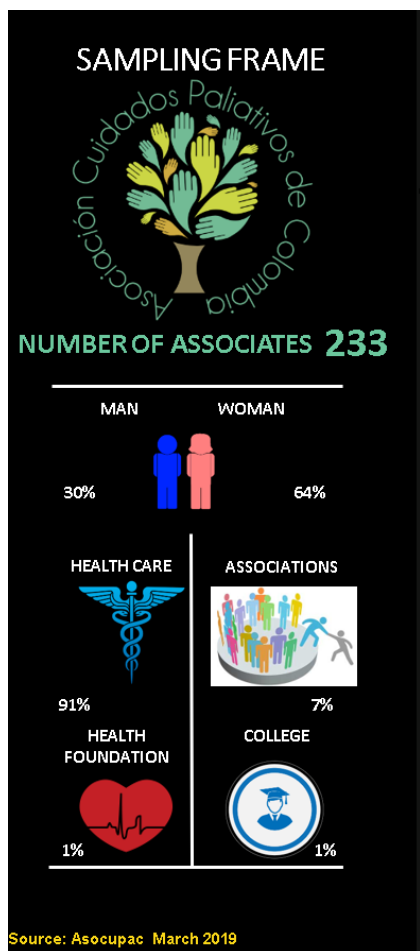
Distribución poblacional por Islas





# EXAMPLE DASH BOARD

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## METHODOLOGICAL ASPECTS

### PHASE I - STAGE I

Calculations: Ibrahim Consumer Behavior



## DISTRIBUTION COUNTRY

Latin America



North America



Europe



## SAMPLING FRAME

#	Country	ASSOCIATES
1	CO	94,0%
2	U.S	2,1%
3	ES	1,3%
4	ARG	0,4%
5	CR	0,4%
6	DE	0,4%
7	UY	0,4%
8	VE	0,4%

#	Department	ASSOCIATES
1	Valle del Cauca	49,1%
2	Bogotá D.C	21,4%
3	Antioquia	5,0%
4	Caldas	5,0%
5	Quindío	4,5%
6	Atlántico	4,1%
7	Cundinamarca	3,2%
8	Bolívar	2,7%
9	Risaralda	1,8%
10	Tolima	0,9%
11	Cauca	0,5%
12	Magdalena	0,5%
13	Santander	0,5%
14	Sucre	0,5%
15	Vichada	0,5%

TYPE OF ASSOCIATE	%
Professionals	84,5%
Institutional	6,9%
Assistance	5,2%
Students	3,4%

BASIC KNOWLEDGE NUCLEUS	%
Health Sciences	83,0%
Humanities	15,0%
Social and human sciences	1,0%
Administration	1,0%

# EXAMPLE DASH BOARD



**TABLERO INDICADORES ECONOMICOS, POBLACIONALES Y GEOGRAFICOS**  
**ECONOMIC, DEMOGRAPHIC AND GEOGRAPHIC DASHBOARD**  
**BOGOTA - COLOMBIA - SOUTH AMERICA**  
**JUNIO DE 2011**

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GENERAL OUTLINES

- [1. GDP per capita: Bogotá vs. Other Latin American cities](#)
- [2. Human Development Index Bogotá-Colombia](#)
- [3. Labor force structure Bogotá-Colombia](#)

POPULATION

- [1. Population Pyramid-Bogotá](#)
- [2. Average Household Size-Bogotá](#)
- [3. "Localidades" \(administrative divisions\) in Bogotá](#)
- [4. Population and Population density by "Localidades" in Bogotá](#)
- [5. Share of Residential properties by socio-economic groups](#)

VEHICLE OWNERSHIP

- [1. Vehicles per Localidad vs Income- Bogotá](#)
- [2. Vehicles per Localidad Vs Gender-Bogotá](#)

INCOME

- [1. Localidades Bogotá](#)
- [2. Socio-economic segments Bogotá](#)
- [3. Debt capacity](#)

CAR DEALERS

- [Localidad](#)
- [Company](#)
- [Brand](#)

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# EXAMPLE DASH BOARD

## Indicadores proyectivos

Somos 5,206,417 en el 2017 ..... El 10,6% de la población Colombiana



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¿Cuál es la caracterización de sus padres?

¿Cuáles son las proyecciones de ingresos estables de los padres que garantizan la educación escolar de nuestros niños@s?



# WHY CHOOSE US

- ✓ Integrating methodologies
- ✓ Proven methodology
- ✓ Local staff team
- ✓ Unconditional guarantee
- ✓ Data protection
- ✓ Leaning towards innovation

If you have any queries or doubts, please feel free to contact **Mónica María** sending a email [comercial@ibrahim.com.co](mailto:comercial@ibrahim.com.co) or text message **+57 311 8068972**



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**We believe in a Latin America and the Caribbean  
with development opportunities for everyone.**