



Ipsos Vantis

Ipsos
vantis[®]*concepts

Powerful, Fast, Predictive Concept Testing

In the race to market for new products, all eyes are focused on the leader. Yet experience teaches us to keep a watch for the dark horse.

We recognize that there is more than one way to win in market, and big payout comes with seeing the right opportunities. Vantis delivers insights to uncover hidden winners – the breakthroughs and niche plays your competitors systematically miss – and what it takes to pull into the lead.

Let us design a concept testing program that will help you win.

Advantages

- Ipsos Vantis reports deliver key research findings, powerful analytics, and expert point-of-view, not the research jargon.
- It's easy. You select the modules. We automate the program. Then we spend our time together on the fun parts that will make a difference to your company...
 - Enhancing your concepts to their maximum market potential
 - Interpreting research results, linking key decision to financial implications
- Each concept is compared to normative data amassed by Ipsos Vantis over 20 years – over 20,000 cases studied in the technology, durables, services and health sectors.



Standard Vantis*Concepts Deliverables

Analysis includes a management summary – to the point – identifies concepts that will succeed in market, who will buy them, what motivates them to buy. Concise rip-away reports provide in-depth analysis on each concept, including the following deliverables:



- Market Success Score:**
 A market proven measure of demand, scaled for easy interpretation across diverse product categories. Concepts cleared by the Ipsos Vantis thresholds have demonstrated more than 70% success rate in market.
- Key Measure Scorecard:**
 Comparison of your new product's key survey scores to the Vantis Database – the world's largest database of Key Performance Measures – to identify Hidden Winners and uncover areas for improvement.
- Key Market Segments:** Demographics, media habits, and information searching behaviors for those most likely to buy your new product offer.
- Critical Success Factors:** Phrase-by-phrase reasons why people will buy, based on a concept highlighter exercise.

- Top 5 Phrases:** Ranking of the top concept phrases that reach and persuade the most consumers, so you may continue to enhance communication of your product.
- Message Power Score:** Message effectiveness and suitability for mass marketing. The Ipsos Vantis database helps you plan marketing for your new product.
- Buzz Power Score:** The Ipsos Vantis database confirms word-of-mouth potential, suitability for grass roots marketing and planning of internet marketing.

Optional Modules

- Ballpark forecasting
- Price elasticity
- Price range analysis (Van Westendorp)
- Feature ranking
- Category driver analysis
- Positioning analyses
- Custom profiling
- Interpretation across consumer segments

Contact Information

For more information, an example report, or a price quote, please contact your local Ipsos Vantis expert.

About Ipsos Vantis

Ipsos Vantis is a leader in research-based marketing and product development consulting for the services and durable goods sectors. The company specializes in forecasting sales for new and restaged initiatives, identifying key drivers of demand, and optimizing product offerings for profit – all prior to market entry. Ipsos Vantis' expertise is unequalled in many product categories, including new-to-the-world technologies, consumer electronics, high tech, durables, financial services, telecommunications, entertainment, pharmaceutical and health, insurance, retail and alcoholic beverages.