



Fall in Love with Communities for Product Testing

Ipsos Product Quest
Ipsos Social Media Exchange

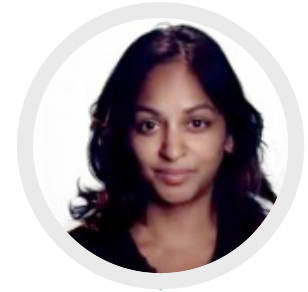
February 14, 2017

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With you today...



Ashley Ericksen
VP, Ipsos ProductQuest



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President, Ipsos SMX NA

A person's silhouette is shown from the back, with their hands raised to form a heart shape against a bright sunset sky. The sun is low on the horizon, creating a lens flare effect. The background transitions from a deep blue at the bottom to a bright yellow and orange at the top. A large orange circle is overlaid on the left side of the image, containing the text.

Rethink.
Redefine.
Reinvent.



Rethink

IPSOS IS THE WORLD'S

LARGEST

PRODUCT TESTING ADVISOR

Number of Clients

504 

Number of new products successfully launched under Ipsos' product testing framework

20,218 

Ranked 3rd **top survey research organization** according to 2014 Honomichal report

3

7,437

NUMBER OF PRODUCTS TESTED IN 2016

83+

NUMBER OF MARKETS

19+

EXPERIENCE SPANS 18+ PRODUCT CATEGORIES

236

NUMBER OF CERTIFIED IPSOS EMPLOYEES

CONTEXTUALIZING CONTENT THAT TRANSCENDS SURVEY DATA



1

System 1 & System 2

Leveraging IRT, social listening & text analytics to uncover one's unconscious conviction & sentiment behind the why.



2

Device Agnosticism

Leveraging dynamic mobile platforms to drive real-time engagement among targeted samples.

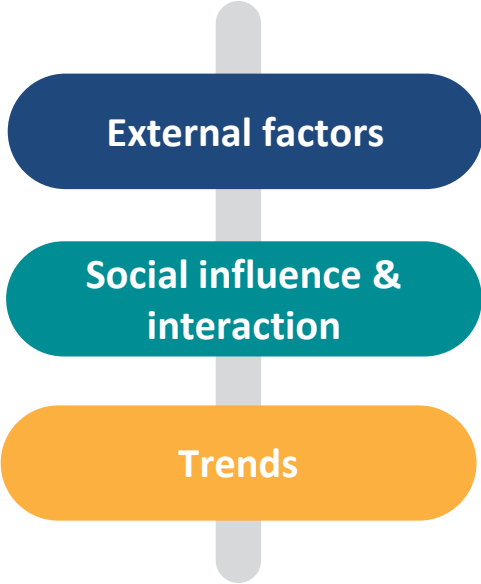
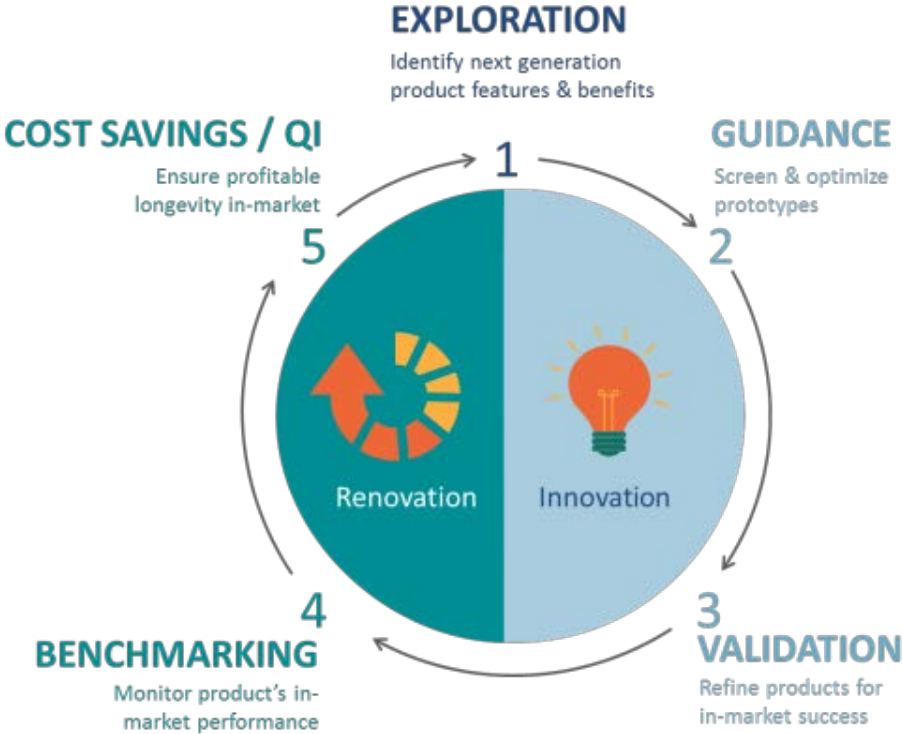


3

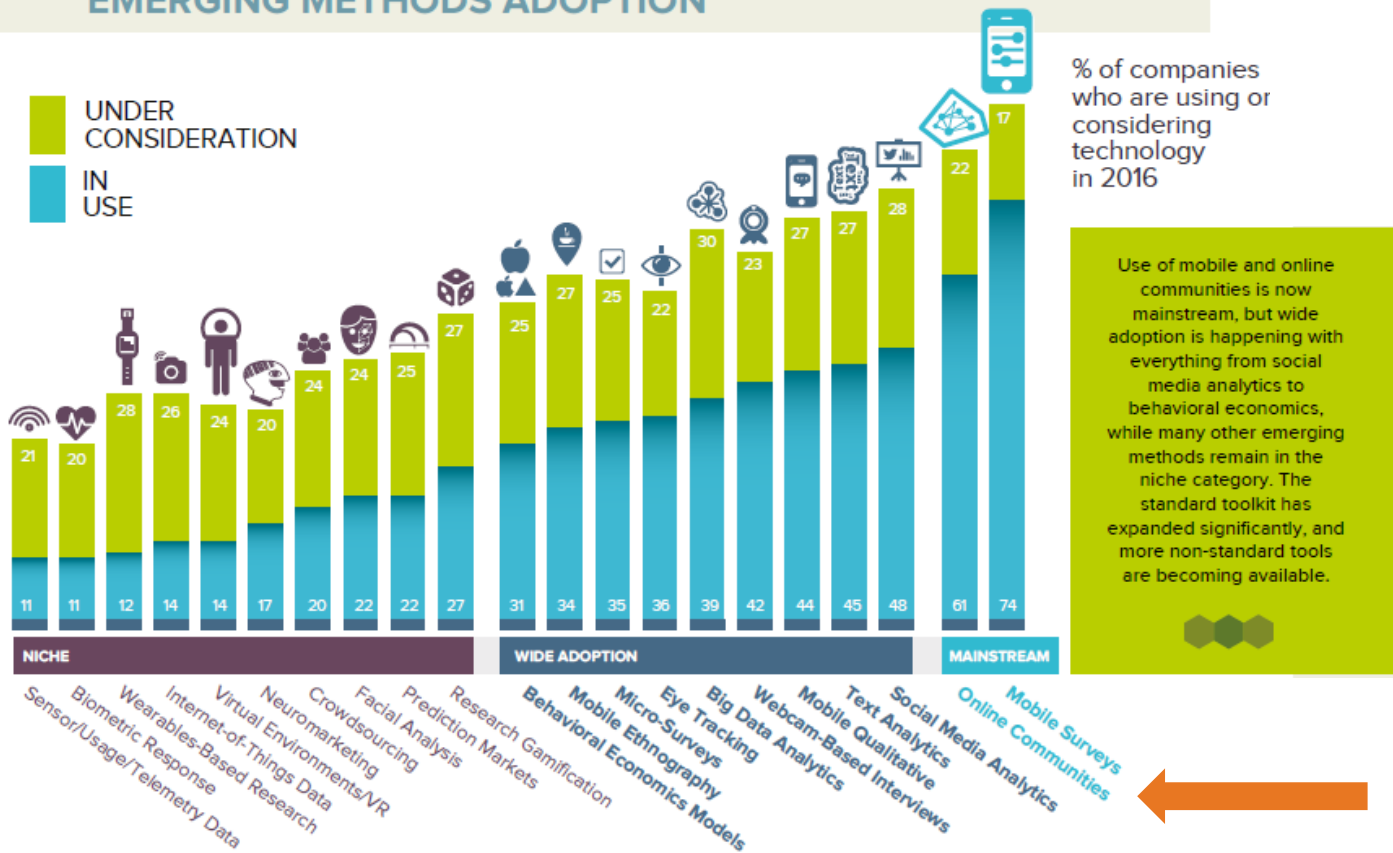
Visual Collateral

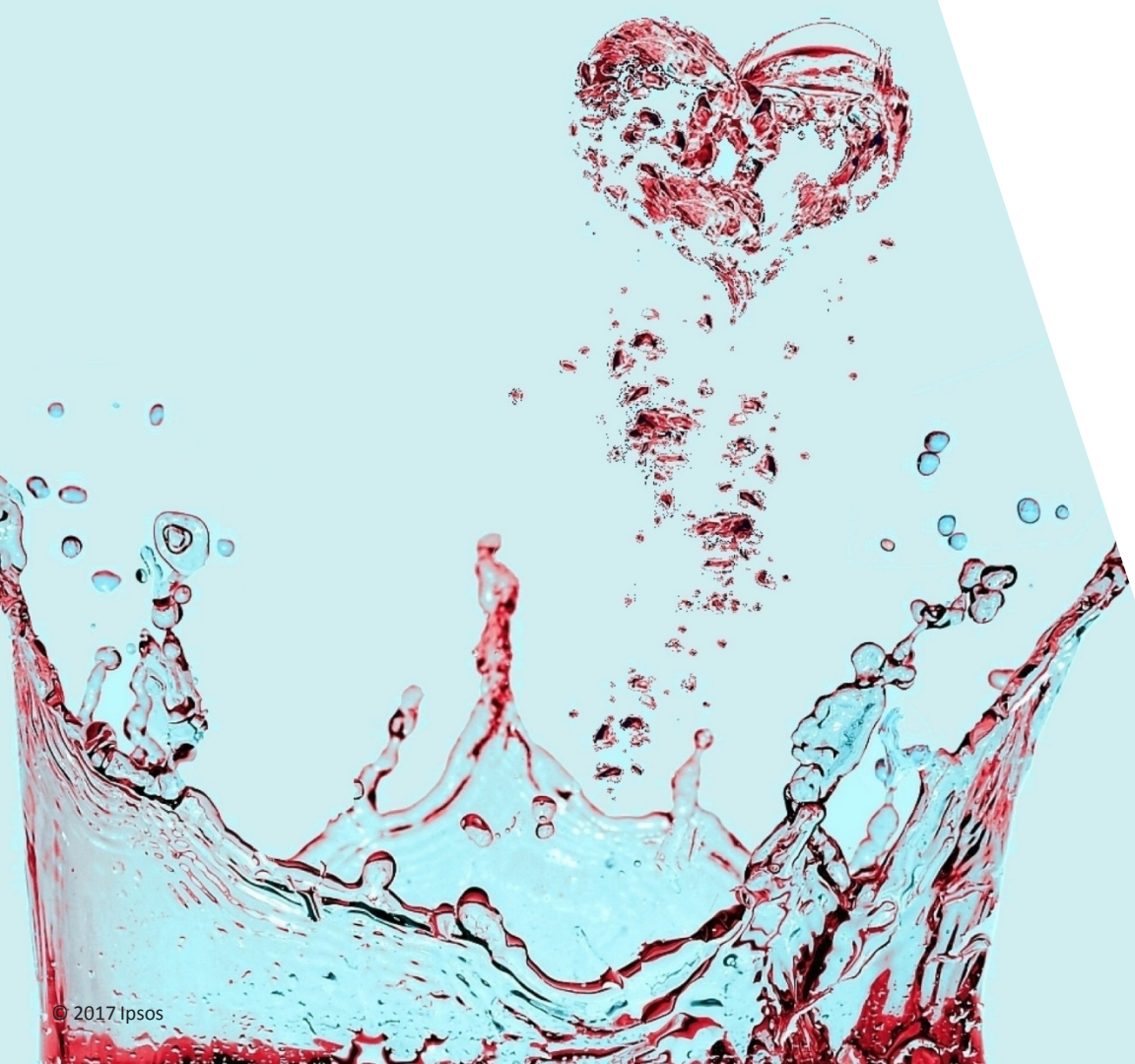
Leveraging video and image analysis to contextualize quant results via passive and directed observation.

A CHANGING WORLD BRINGS NEW REASONS FOR CHANGING THE WAY YOU DEVELOP & ENGAGE CONSUMERS



EMERGING METHODS ADOPTION





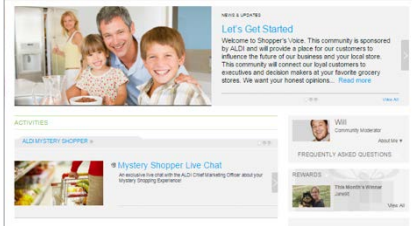
Redefine

Real-Time Channels for Collaborative Learning



A DEDICATED GROUP OF PEOPLE

Available 24/7 to provide critical and thorough insights on demand.



AN ENGAGING ONLINE PLATFORM

Featuring innovative research tools designed for engagement and customization.



TO SUPPORT HOLISTIC LEARNING

Consumer-centric, immersive techniques to maximize co-creation opportunities.



WITH SPEED AND SUBSTANCE

Strategic and operational best practices to help drive efficiencies and success.

Richer Consumer Engagement Leads to Better Consumer Insights...



BENEFITS

Why Communities for Product Testing?

SOCIAL ENVIRONMENT



Understand the impact of the collective discussion...

IMMERSIVE LEARNING



Enable rich, visual and holistic consumer understanding...

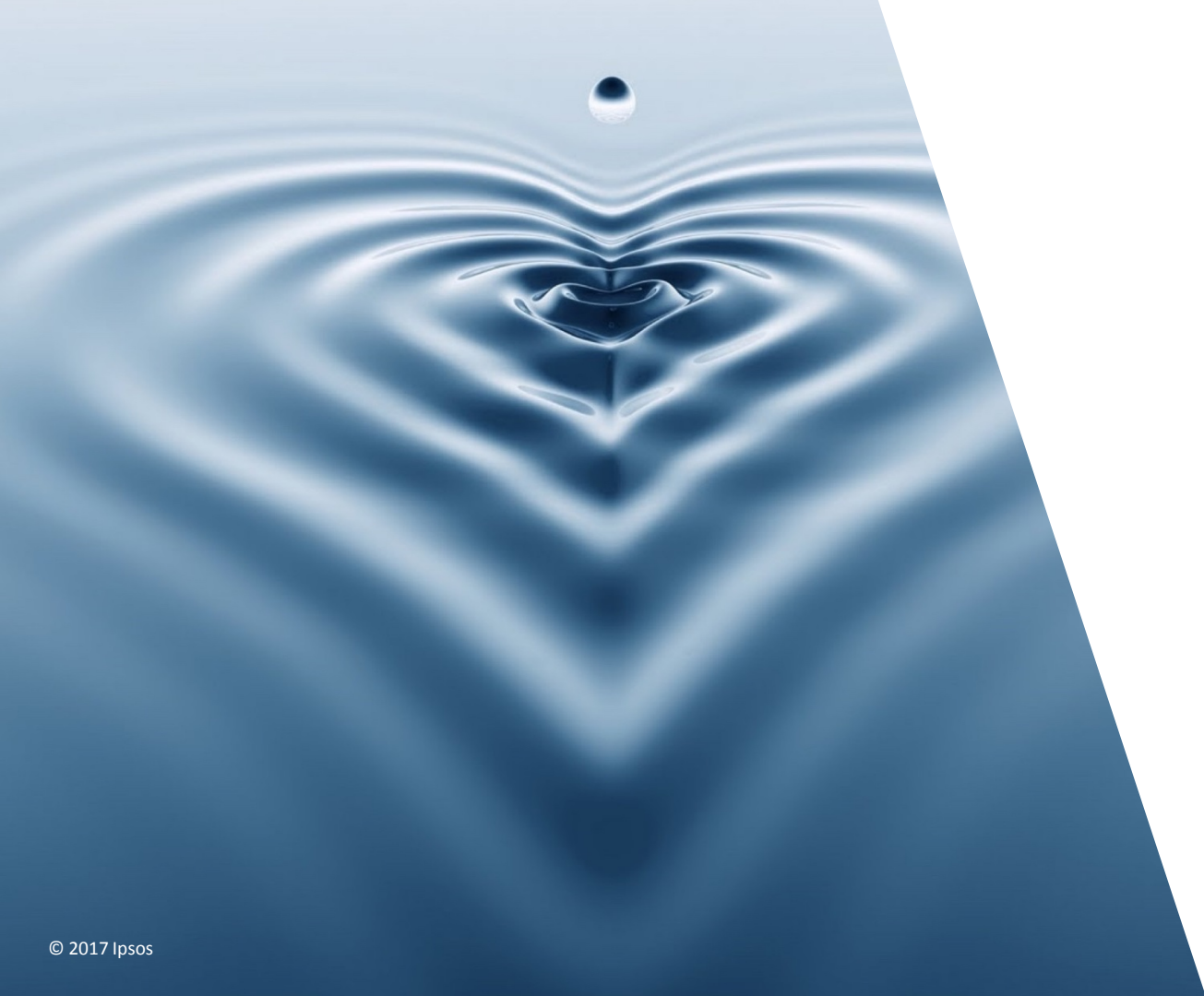
ENGAGED RESPONSE



Increase response rates via open communication...

A man with a short haircut, wearing a light-colored suit jacket over a dark shirt, is smiling broadly while looking at a smartphone held in his hands. He is standing in a city street with buildings and a blurred background. A semi-transparent dark horizontal band is overlaid across the middle of the image, containing white text.

Our flexible toolkit enables us go on
a journey with consumers.



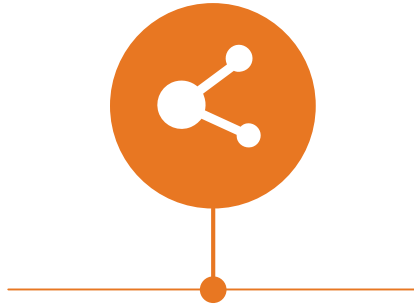
Reinvent

Community Options for Product Testing



Self-Contained

A product test conducted start to finish via a short-term or syndicated community



Layered

Layer on a pop-up community to run in parallel with a traditional product test



Instant "Add-On"

Round out traditional surveys with in-depth qualitative learning via an instant community

CASE STUDY #1

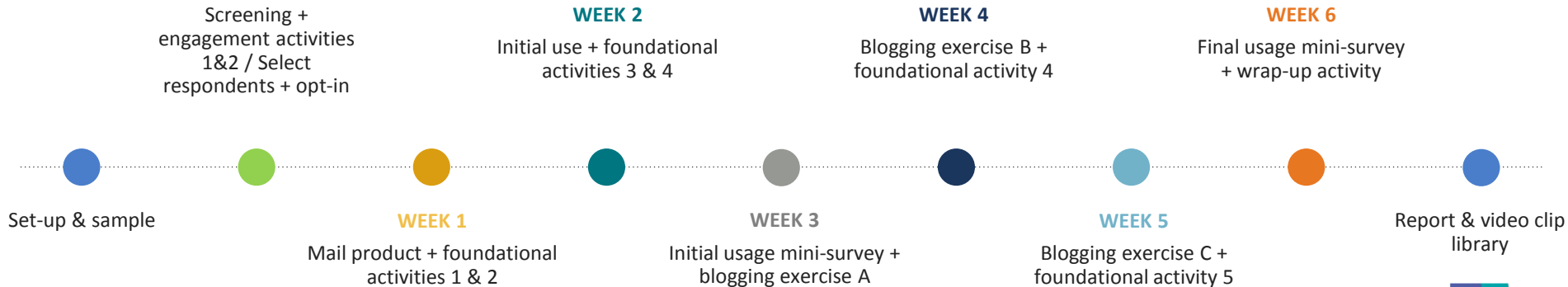
Self-Contained Product Test



~6 Weeks
50+ Members

Conducted start to finish via a short-term community designed to amplify the consumer voice throughout the research process.

EXAMPLE TIMELINE:



SELF-CONTAINED PRODUCT TEST

Evaluating Believability of Diagnostic Tool

SHORT TERM COMMUNITY



Screener + selfie submission to select initial participants



Divide members into two groups: old versus new algorithm



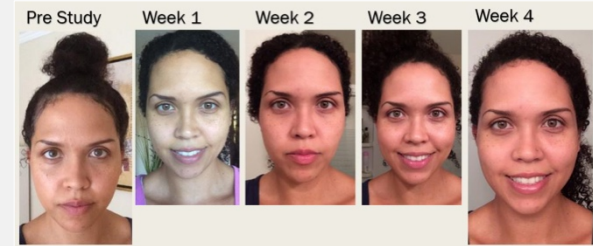
Confirm final participants and send products for usage



4 weeks of weekly usage surveys based on recommended products



Post-usage survey



“Thank you so much for your help on this study. It has been really vital in giving P&G the confidence to move forward with a new algorithm in our [brand name] application...” - Tia Maurer, P&G R&D



TIME SAVINGS



COST SAVINGS



HIGH COMPLIANCE

CASE STUDY #2

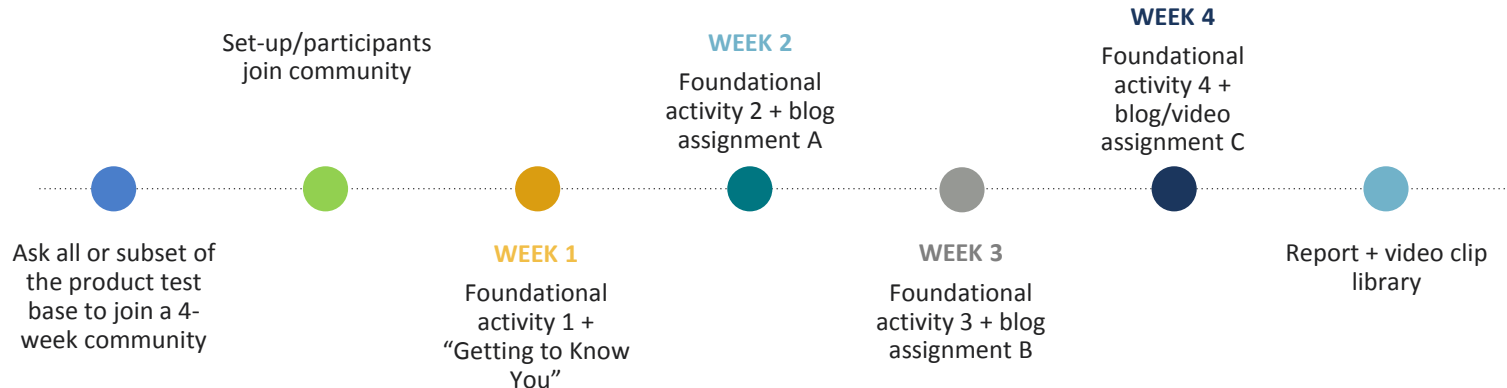
Layered Product Test



~4 Weeks
50+ Members

Layer on a pop-up community to your standard product test to bring the consumer to life and provide more in-depth qualitative understanding on the likes, dislikes and optimization opportunities of the test product.

EXAMPLE TIMELINE:



Understanding Acceptance of Package Redesign

Community allowed for a combination of prompted and unprompted conversation techniques that helped yield learning about consumer acceptance of the packaging update as well as the potential of social media conversations once the product hit market.

IHUT + COMMUNITY LEARNING



UNPROMPTED

Screeener + additional surveys to solicit product trial results



UNPROMPTED AND PROMPTED

Discussions and Live Chats for qualitative depth and to better understand impact of social conversations



A circular frame with a white border is centered on the image. Inside the frame, a dirt road with tire tracks winds through a coastal dune landscape. The road is flanked by dense, green coastal vegetation, including bushes and grasses. The sky is a clear, pale blue. The word "Questions?" is written in a large, white, sans-serif font across the middle of the road.

Questions?

Contact Us!



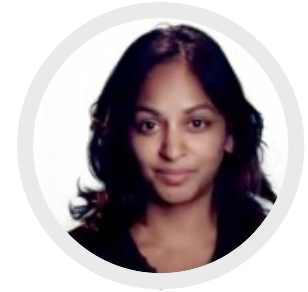
Let's reinvent together...



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