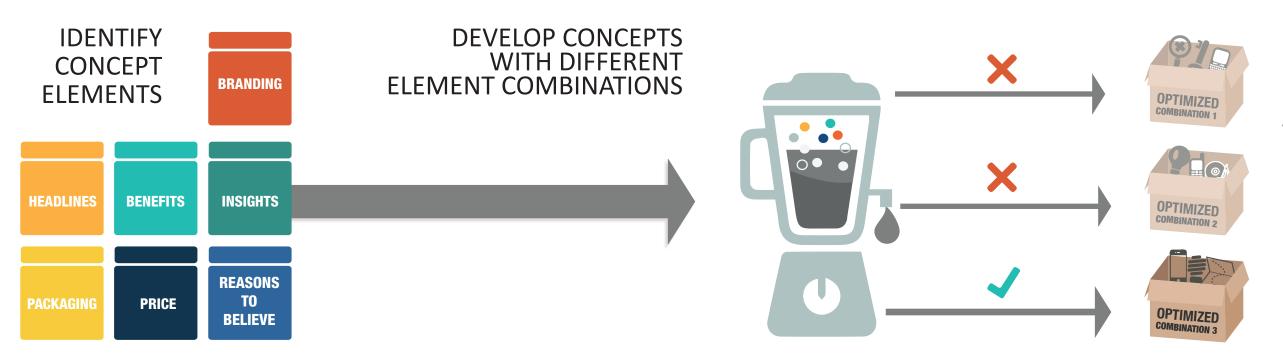# An Efficient Alternative to Concept Optimization

IN REAL LIFE, WHO HAS TIME FOR TWO STEPS WHEN YOU CAN DO IT IN ONE STEP?

You've narrowed down the best insights, benefits, and reasons to believe to include in your concept. What you need to know is which combination of these elements will yield the greatest consumer appeal – without relying on methods that favor close-in ideas. Ipsos' InnoConstruct tool finds the best combination of elements for a concept **and it's forecast ready without having to re-test winning concepts.**

IDENTIFY CONCEPT ELEMENTS

BRANDING

HEADLINES

BENEFITS

INSIGHTS

PACKAGING

PRICE

REASONS TO BELIEVE

DEVELOP CONCEPTS WITH DIFFERENT ELEMENT COMBINATIONS

OPTIMIZED COMBINATION 1

OPTIMIZED COMBINATION 2

OPTIMIZED COMBINATION 3

DETERMINE THE BEST COMBINATION OF ELEMENTS AND FORECAST ON-DEMAND WITH **INNOCONSTRUCT**