

Building better concepts...faster

InnoConstruct

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Agenda



The power of concept optimization



The problem(s) with existing solutions



The solution: Ipsos InnoConstruct



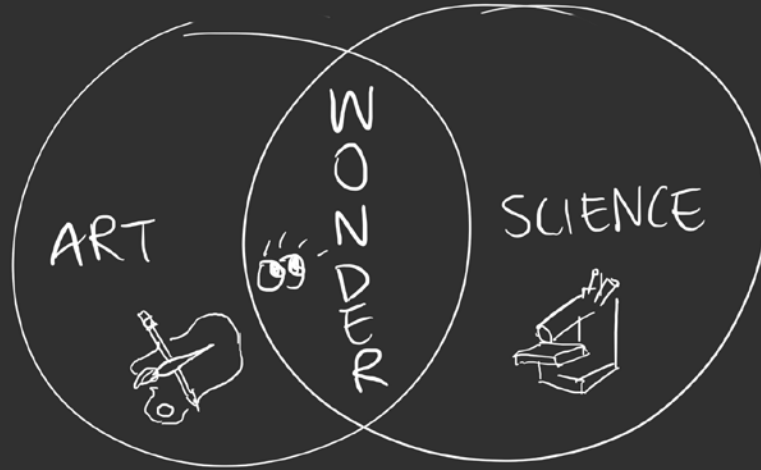
How to maximize your concept optimization

The power of concept optimization



Art and Science

I'VE HEARD THAT ART & SCIENCE MEET IN WONDER



FIND THE WINNING COMBINATION

CONCEPT OPTIMIZATION

Insights



Benefits

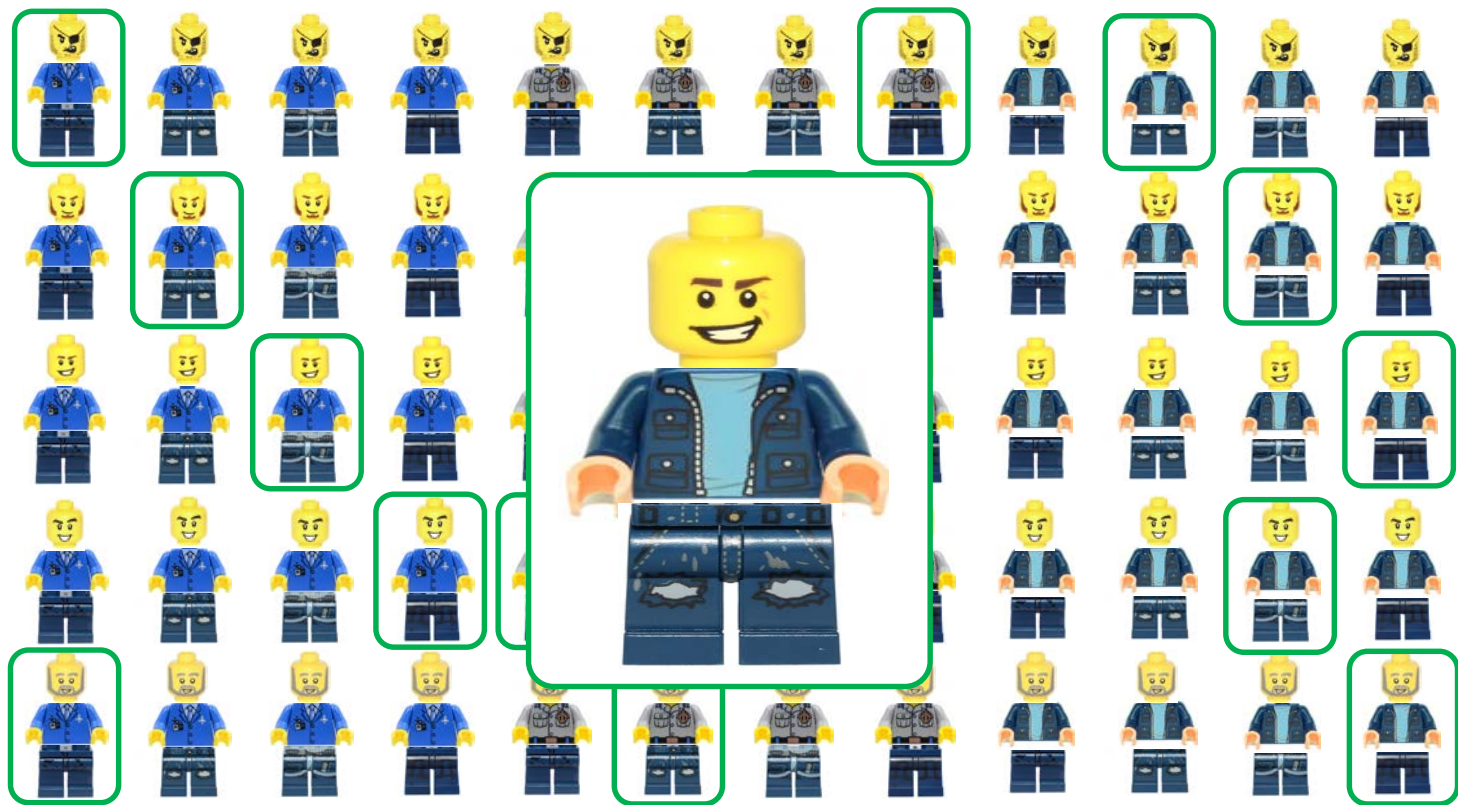


RTBs



FIND THE WINNING COMBINATION

CONCEPT OPTIMIZATION



FIND THE WINNING COMBINATION

CONCEPT OPTIMIZATION



FIND THE WINNING COMBINATION

CONCEPT OPTIMIZATION



For when you have multiple executions of different concept elements



Build optimal combinations based on consumer preference



Leverage choice models – discrete choice, adaptive conjoint, etc.

The problem(s) with existing solutions



ISSUES with CURRENT APPROACHES



Cannot provide information on all possible combinations – impacting your options



Kill unique ideas / elements – more likely to generate “me-too” concepts



Require a second study to validate and/or forecast your concepts

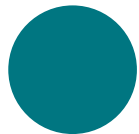


The solution: Ipsos InnoConstruct



THE SOLUTION

INNOCONSTRUCT



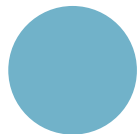
Determine the **best combination of elements** to include in your concept



Nurture **unique** and **disruptive** concepts

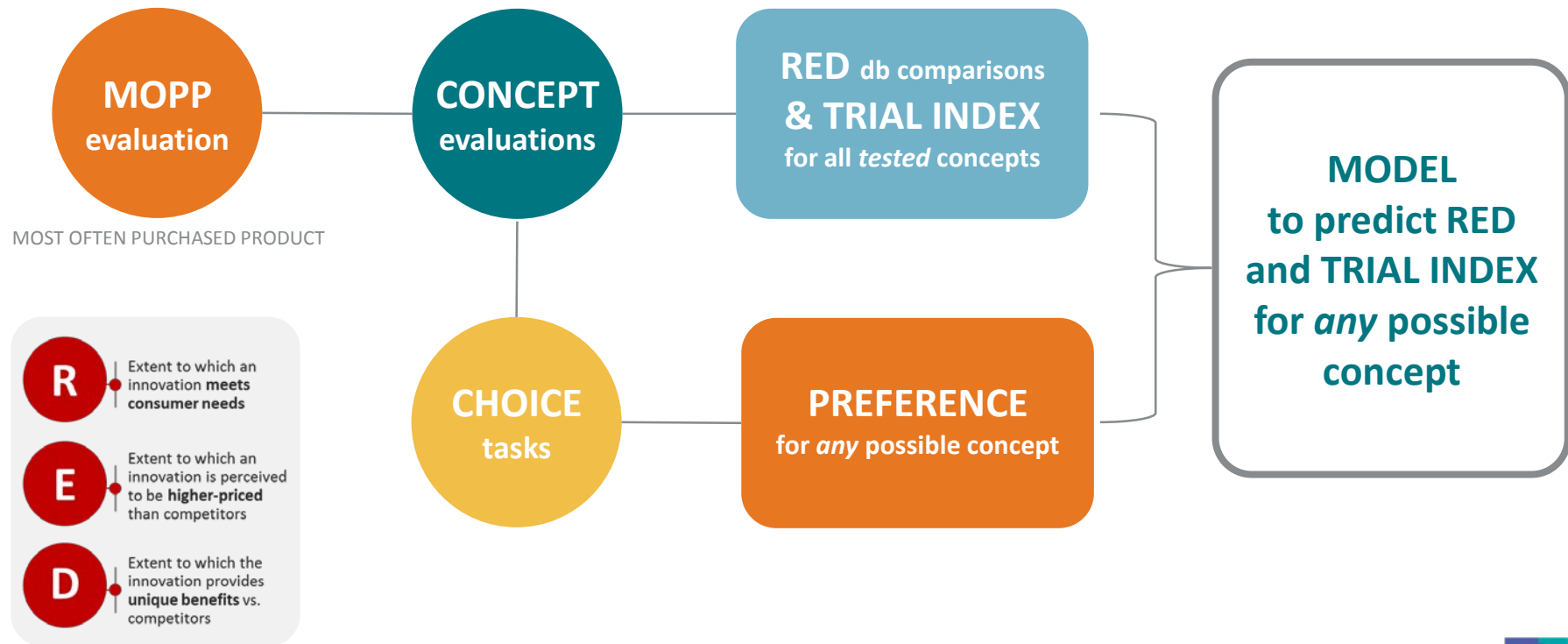


Estimate the **trial potential of any concept** based on the tested elements



Run a **volume forecast** on any concept(s) you want

UNDER THE HOOD INNOCONSTRUCT



INNOCONSTRUCT

Concept Performance

Trial Index



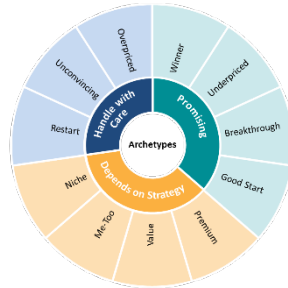
Best Worst

Archetypes



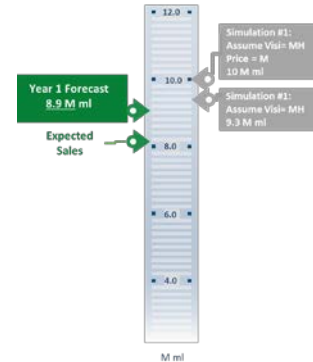
Winner

Volume well beyond fair marketplace share



Optional Y1 Forecast

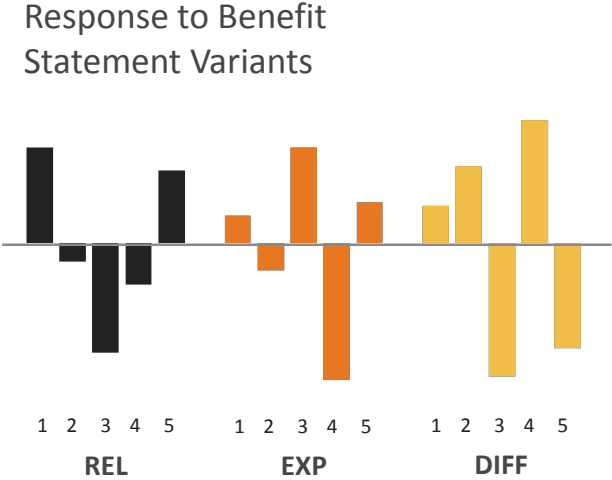
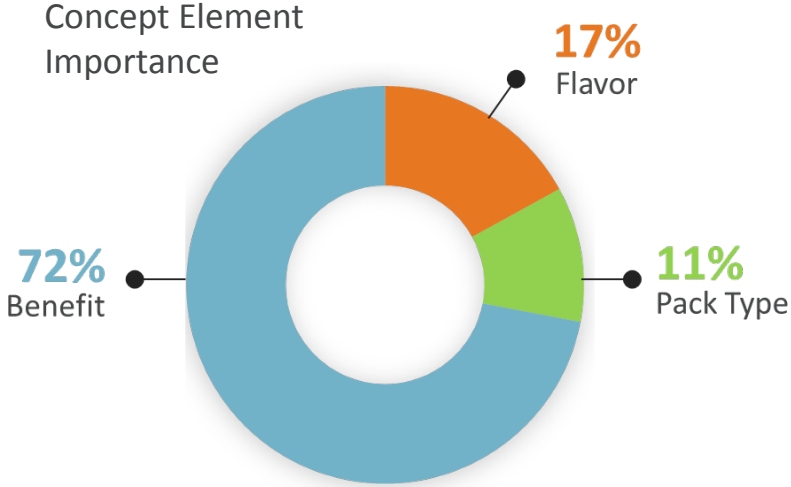
Unit Share	2.4%
Packs (,000)	1 300
Value Share	2.8%
Revenue (£,000)	£5 200



Available for *any* possible combination...all in one study!

DELIVERABLES

INNOCONSTRUCT



How to maximize your concept optimization



MAXIMIZING OPTIMIZATION

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Generate a LOT of potential options
...and then screen them down



Don't make it too complex – you'll pay
in the end



Make sure your options within
elements are truly distinct



Have fun...explore!

Ipsos Marketing

innoquest* ideas overnight

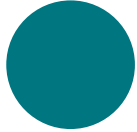
Over 100 Overnight clients since 2014

- Flexible
- Diagnostic
- Affordable
- Fast



SUMMARY

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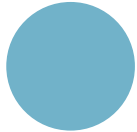
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INNOCONSTRUCT THANK YOU



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