



Fast & Curious

FASTER COLLECTION AND DELIVERY
WITHOUT COMPROMISING QUALITY

SPEED has always been a part of business



The ability to learn **faster** than your competitors may be the **only sustainable competitive advantage**.

Arie de Geus, Business Theorist

Ipsos enables this in 3 distinct ways...

I-Instant

Solve your burning questions in few hours/days

ASI CHECK

Keep up with the speed of creativity

InnoQuest IDEAS/CONCEPTS OVERNIGHT

Identify the best idea / concept among others

The Ipsos Fast turnaround solutions

Our solutions allow you to make decisions based on consumer input rather than on guesstimates, without jeopardizing your speed to market.



Results in 1 day in key markets with overnight approach, 2-3 days for the others.



Efficient process and automation in place either at setup, fieldwork or at data delivery.



Device agnostic and adapted sample solutions ensuring **speed, engagement and coverage.**



Delivering **results within hours or day from simple tables, dashboard to automated report.**

Available in **50+** developed and emerging countries using the best sample sources offering the right trade-off: **Speed/ Quality / Pricing.**

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Overview on the specifications and experience

- Up to **500 respondents**, **60% to 100% incidence**
- **2-3 quotas**
- Up to **15 mobile friendly questions** (~6 min)
- **Questionnaire designer** – Semi-DIY tool to help building questionnaires
- From **15hr. to 48hr. field** according to countries
- **Available in 50+ countries**
- Deliverables via user friendly **dashboard** – *in development*
- **Pricing:** depending on incidence, sample size, Interview length, country

I-Instant is ideal to:

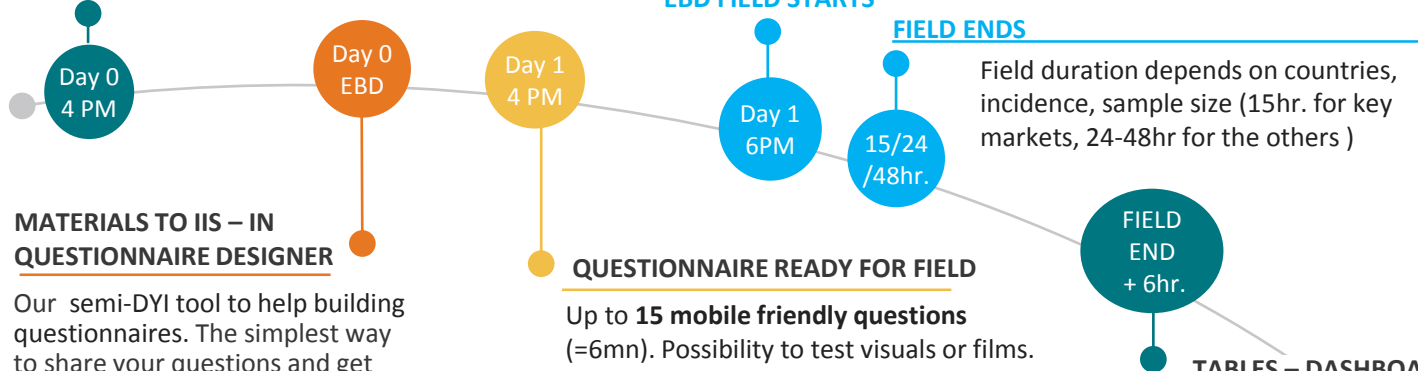
- Explore or understand **specific issues, usage, behavior, feelings...**
- Test a **hypothesis**,
- Screen **alternative choices**,
- Get input to **develop consumer insights**,
- Get spontaneous **reactions to product, media ...**
- Understand **reactions to an event, a crisis...**
- Monitor **competitor activity**, and more ...

Experience so far - launched during summer 2015

- **Europe:** France, UK, Germany, Italy, Spain, Belgium, Sweden, Russia
- **APAC:** India, Philippines, Vietnam
- **LATAM:** Mexico, Peru
- **MENA and Africa:** Saudi Arabia, United Arab Emirates, South Africa, Egypt

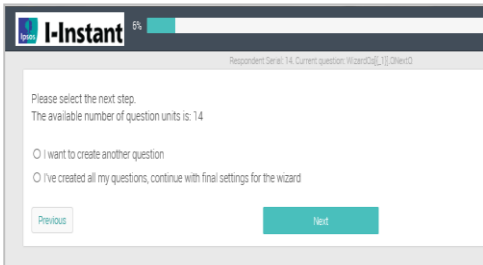
A simple process for fast data delivery

COMMISSIONING



MATERIALS TO IIS – IN QUESTIONNAIRE DESIGNER

Our semi-DYI tool to help building questionnaires. The simplest way to share your questions and get the field launched quickly.



QUESTIONNAIRE READY FOR FIELD

Up to **15 mobile friendly questions** (=6mn). Possibility to test visuals or films. If any, material to be provided to IIS one day in advance



TABLES – DASHBOARD

Access to your data in the next hours after the field . Data interactively consulted via a dashboard, from the device of your choice . Ability to download your tables (xls format).





Overview on the specifications and experience

ASI CHECK STANDARD OFFER

- Up to **6 cells** and **600 respondents**
(**Thailand**: up to **3 cells/ 300 respondents**)
- **Standard quotas**
- **6–8 minutes** – including tested ad (picture or film)
- From **16hr. to 72hr. field** according to countries
- Available in **60+ countries**
- **Deliverables**– R&A doing the **automation**
- **Pricing**: depending on incidence, number of ads to be tested, countries



OVERNIGHT VERSION

- **Up to 4 cells** and **400 respondents**
- **> 65% Incidence**
- **Standard quotas** with +/- 20% lee way
- **24 hours** end to end, utilizing cross **regional production** approach
- From **5hr. to 16 hr.**
- Available in **10 countries** (*not available in Thailand*)

ASI CHECK is designed to:

- Test any type of advertising stimuli, including Movie/TV ads, Digital, Radio and Print
- Pre and post-test with minimal diagnostics that allows clients to quickly confirm ad performance prior to launch

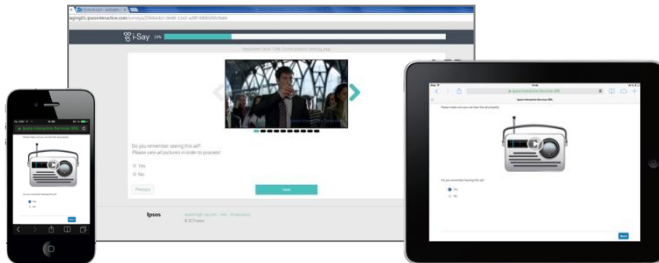
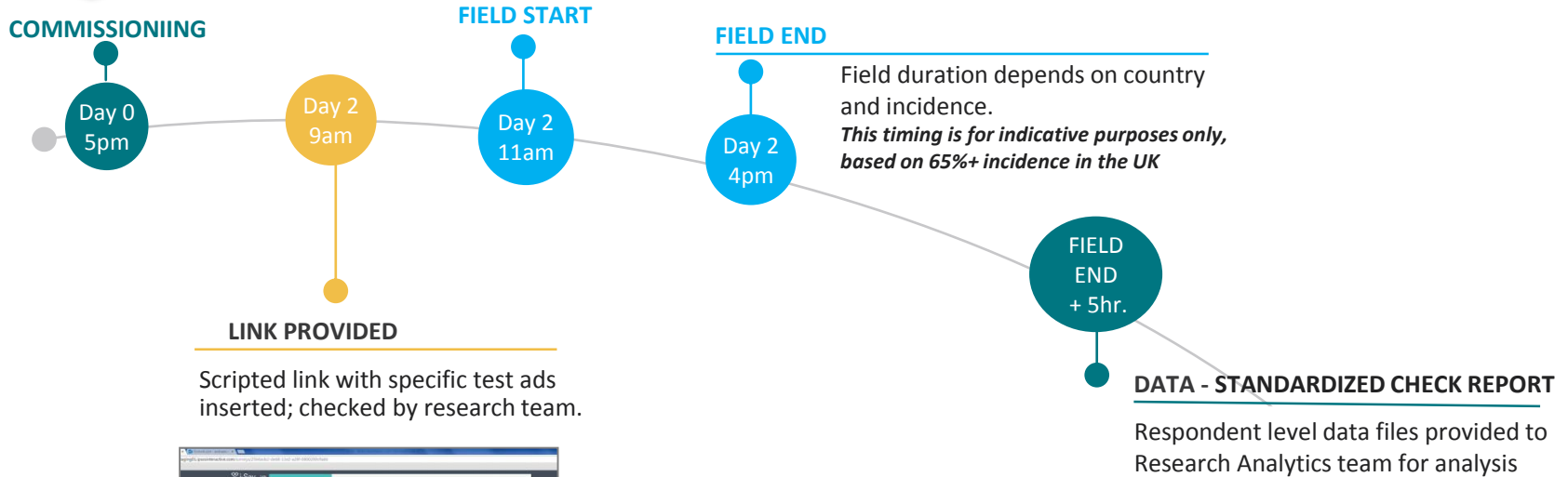
Standard offer launched in 2014, Overnight in July 2015
Experience so far: more than 650 ads tested in 30 markets globally with over 50% fielding in EMEA

ASI CHECK

Keep up with the speed of creativity



A simple process for fast data delivery





Overview on the specifications and experience

- **500 respondents, > 80% incidence**
- **12 mins** – standard questionnaire
- From **5 hr. to few days field**
- **Templated and optimized set up and deliverables**
- **Available in 40+ countries**
- **Pricing:** according to specifications

IQ* IDEAS OVERNIGHT

- **Up to 100 ideas** – Sequential
- Representative on age, gender and region

Launched in 2013

Experience so far: around 250+ surveys

- Brazil, Canada, US,
- France, Germany, Italy, Norway, Russia, Spain, Turkey, UK,
- India, Indonesia, China, South Korea
- Saudi Arabia

IQ* CONCEPTS OVERNIGHT

- **Up to 5 concepts**
- Representative on age, gender and region

Launched in 2015

Experience so far: around 75+ surveys

- Brazil, Canada, US,
- Germany, Italy, Norway, UK,
- Australia, Indonesia

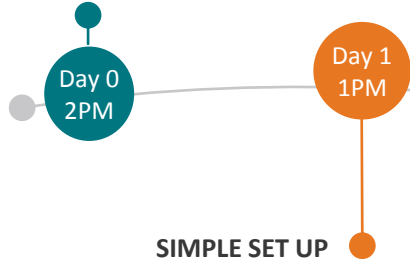
InnoQuest Overnight solutions

Identify the best idea / concept among others



A simple process for fast data delivery

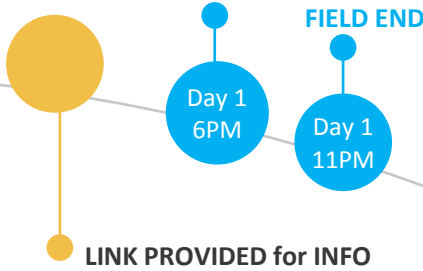
COMMISSIONING



Only concept boards/texts and the excel project specs are required



FIELD START



FIELD END

Field duration depends on countries, incidence, sample size (5hr-14hr for key markets, 24hr+ on other markets)



DELIVERABLES – AUTOMATED REPORT

Automated data report
Concept Evaluator slides
Optional standard tables



Please contact your IIS CS or quotation team for more details on your market.

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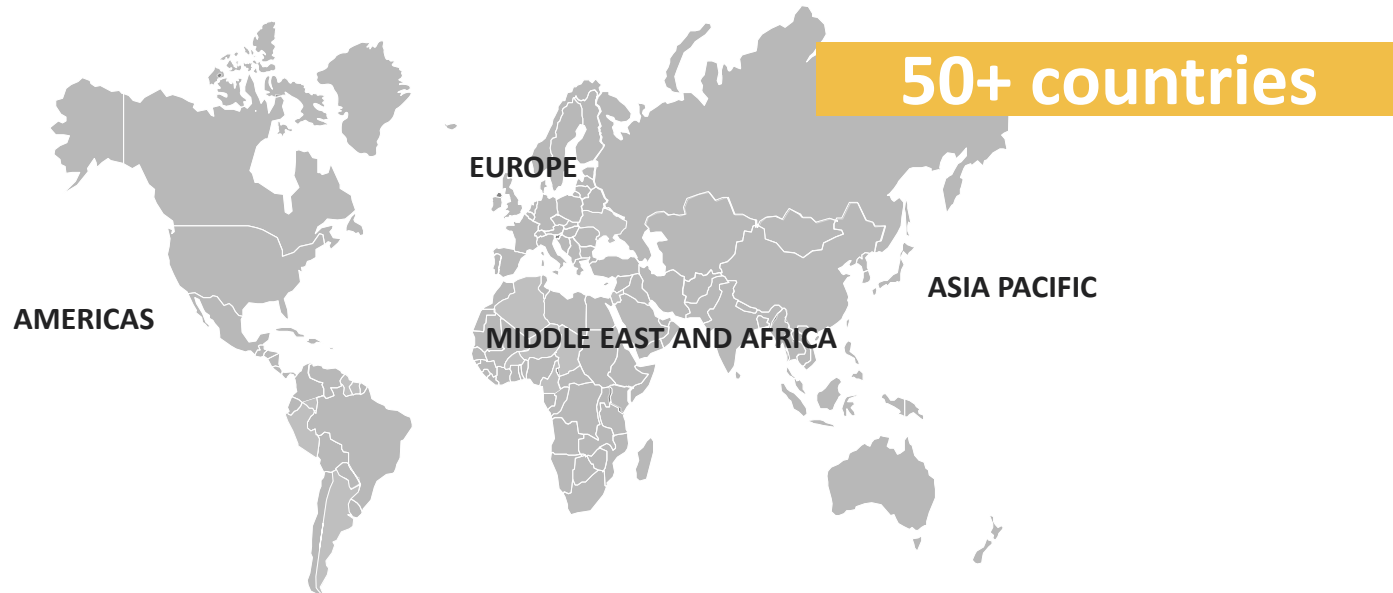
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Ipsos Interactive Services



Extensive reach in developed and emerging markets



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Fresh
Forward
The Future of Research

