



## **Ipsos InnoQuest to Share R&D Findings about Mobile Product Testing at Upcoming ESOMAR Asia Pacific Event**

**Jakarta, Indonesia** – Ipsos InnoQuest will share its recent learnings about mobile product testing in the Asian market at the upcoming ESOMAR Asia Pacific Congress, to be held 11 - 13 May in Jakarta.

While mobile research is being touted for its ability to connect with a broad range of respondents at rapid speed, Ipsos InnoQuest's R&D work suggests that its real benefits lay beyond data collection efficiencies. Specifically, the company has conducted R&D to explore the extent to which mobile capabilities have the potential to uncover deeper insights into the consumer product experience than traditional approaches. The company will share its findings from the R&D it conducted in the Asia region in its presentation, and accompanying paper, entitled "Taking Mobile to the Max in Asia: Its Untapped Potential to Yield Consumer Insights into the Product Experience"

Author and presenter Andrew Steel, Regional Director of Asia Pacific at Ipsos InnoQuest, offers his perspective: "We are very excited about the potential mobile has to unearth insights into how consumers really interact with test products and their initial and ongoing reactions to those products during the course of a product test. Our R&D has yielded very interesting findings on how mobile data collection can be leveraged to reveal the finer nuances of the product experience – behaviorally, attitudinally and emotionally. We are looking forward to sharing our learnings at the ESOMAR Asia Pacific event."

For more information about Ipsos InnoQuest's presentation and how to register for ESOMAR Asia Pacific, please visit the [www.ipsos.com/innoquest](http://www.ipsos.com/innoquest) or [www.esomar.org](http://www.esomar.org).

## **Ipsos InnoQuest**

Ipsos InnoQuest is the Ipsos brand dedicated to meeting the innovation and forecasting needs of our clients.

Ipsos InnoQuest helps clients to maximize the ROI of their innovation processes through a unique, global end-to-end offer and deep expertise across a wide array of sectors. Central to our offer is our ability to provide financial metrics – even at very early stages – and clear direction for maximization of initiative potential.

We offer simple, intuitive tools built on a consistent philosophy of what drives innovation success, a comprehensive suite of tools for product research and development offering solutions throughout the product's lifecycle, and powerful simulation capabilities to help clients reach their financial targets. From the front end to mix optimization, launch and beyond, we help our clients to maximize their innovation I.Q.

Ipsos InnoQuest is a specialized practice of Ipsos, a global market research company which delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 86 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 million (2 274 M\$) in 2013, of which 52% came from Ipsos Marketing.

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