

Ipsos InnoQuest Asks “What’s Your Archetype IQ?”

New Archetypes Offer Deeper Insight into CPG Innovations

New York, NY –To help marketers better gauge the success potential of their latest innovations, Ipsos InnoQuest, the innovation and forecasting experts at Ipsos, has developed a new Archetype IQ System for classifying consumer packaged goods innovations into 12 Archetype profiles.

The Archetypes are based on consumer evaluations from over 10,000 cases in Ipsos’ concept database. Each Archetype describes a distinct innovation profile based on key performance indicators.

“In an increasingly complex and competitive world, deciding which concepts to move forward with can no longer come down to a simple ‘go’ or ‘no go’ action standard. The market is full of nuances, and within those are both opportunities and challenges. That’s why we developed the Archetype IQ System– to help marketers achieve a more robust picture of their product innovations and a better understanding of their potential for success,” says Lee Markowitz, Global Chief Research Officer, Ipsos InnoQuest. “Knowing an innovation’s Archetype can help determine the next best steps in making it a success – or indicate that it’s time to move on to another opportunity.”

The 12 Archetypes as defined by Ipsos InnoQuest are aimed at helping marketers gain a deeper understanding of their innovations and decide on specific courses of action. For example, a concept identified as a Breakthrough Archetype will meet consumers’ needs in a unique way – however, the marketer will need to find ways to convince them that the product will deliver. A concept identified as a ‘Niche/Targeted’ Archetype will require the marketer to think differently and decide if the concept should be targeted, reworked to appeal to a broader audience, or stopped completely.

Designed as a standard client deliverable for Ipsos’ InnoScreen*Concepts solution, the Archetype IQ will help marketers identify areas of product development that may be missed in other innovation research processes, or reveal new ideas and opportunities that help invigorate a brand.

“The Archetype IQ System defined by Ipsos InnoQuest is backed by our extensive research into CPG innovation and will go a long way to help our clients see a world of opportunity that is more vivid and colorful than a simple black and white, yes or no perspective,” adds Lauren Demar, Global CEO for Ipsos InnoQuest. “To ensure that no worthy innovation opportunity goes unnoticed, a strategic understanding of innovation Archetypes provides deeper insight into the real world market potential behind clients’ new product ideas – ultimately ensuring a greater return on investment.”

Ipsos InnoQuest also employs a distinct set of Archetypes when evaluating innovations outside the consumer packaged goods sector. Our Archetypes for non-CPG innovations are based on extensive research conducted by our Vantis team, which specializes in the technology, durable goods, health and financial services sectors.

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