



IPSOS CREATIVE EXCELLENCE

CREATIVE | LABS

ACCELERATOR AND CATALYST FOR BOLD, EFFECTIVE CREATIVE

The Challenge



Does the insight / idea, creative resonate and engage consumers?



Is the idea telling a story about the brand that answers challenges and inspires at the same time?



How should we communicate, bring the idea to life/optimize the creative and deliver it with maximum impact?



How can we best test big ideas & early creative executions within a very short timeline?

The Solution: CREATIVE | LABS

ACCELERATE
creative development with same day insights,

CATALYST
Bring understanding of how people experience your creative, and how best to nurture your ideas and take them forward,

INSPIRE CONFIDENCE to all stakeholders by facilitating decisions and alignment.

Our unique Hothouse is designed to fuel creativity early in the process to maximise investment

Combination of Quant and Qual augmented by Neuro, gives the 'what', the 'why' and the 'how'



All key stakeholders are collaborating together – Brand, Agency, Insights, People - the most demanding ad agencies endorsed our approach

Live event offers transparency and speed in an engaging environment with a debrief on the same day



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The Approach

QUANT

20-50 participants answer questions with individual handheld devices. Data captured and shared with "back room" immediately in real-time

QUAL

Discussion groups to delve into the "why" of the quant, and the 'how' to develop, plus opportunities to explore additional topics/stimuli

NEURO
(OPTIONAL)

Scalable Neuro plug-ins provide deeper unconscious diagnostics and learning

RECAP

Same day debrief discussion of quant / qual / neuro insights to drive decisions and next steps – teams walk away with key learnings and aligned action steps that day

Our Goal:

to help our clients generate bold, cutting edge creative faster



3,000+

Creative development Projects Completed



12,000+

Early creative, Ideas And Other Stimuli Evaluated



10+

Years Implementing Early-stage Projects

"This was an amazing experience when you experience the combination of the qual and the quant, it's really powerful, and I also was very impressed with how much we did... test and learn because there was a lot of stimuli, a lot of things that we threw in..."

I think I speak for everybody when I say this was incredibly useful for all of us"

VP, CMI, HAIR CARE / BEAUTY BRAND

"We've had two ads meet the action standard because of multiple projects leading up to this, including the insights you created via Ad Lab (Early Stage Research)."

ASSOCIATE DIRECTOR, CONSUMER INSIGHTS, COMMENTING ON THE RESULTS OF ASI:CONNECT COPY TEST FOLLOWING EXTENSIVE RESEARCH

"The labs (Early Stage) gave me the deepest understanding of a set of creative vs. any other methodology combination I've ever used."

CHRIS BUBSER, ACCOUNT DIRECTOR, ABELSON TAYLOR

