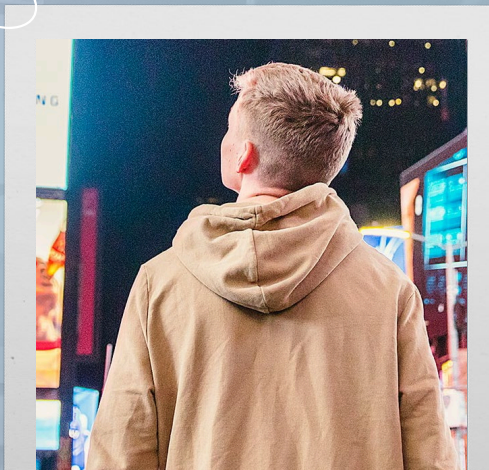


COVID
PROOF

INSTANT | LABS

Real time early ideas and creative exploration, online and all in one-day



THE BUSINESS CHALLENGE

How to bring a creative idea to life and deliver it with maximum impact?

What are the best insights, ideas and creative expressions that best engage and resonate with consumers?

How to align all key stakeholders – Insights, brand, agency – and nurture collaboration to drive creative excellence?

How to learn in hours and inspire the creative development process and accelerate it?

THE SOLUTION

An online, in-depth understanding of early creative and ideas in hours, with instant answers, in real time and live discussions



Combination of Quant and Qual gives the “what” and the “why” on the same day



Designed to identify the strongest insights, campaign ideas and early creative



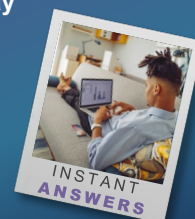
Partnering together – all key stakeholders (Marketing, insights, agencies)



Live online event offers transparency and speed with continuous interactivity and a debrief on the same day

Real time, integrated, quant and qual events

With live client and agency observation and interaction, all in a day



WHY INSTANT|LABS?



INSTANT TIME

An in-depth understanding of your early creative & ideas in hours, **with instant answers in real time and live discussions**



INSTANT FLEX

Adjust your questions, evolve ideas and iterate creative in real time



INSTANT COLLABORATION

Meet your team, agency & Ipsos experts in our virtual lounge to reflect in real time & agree how to progress your campaign



ONLINE DEPTH

Leverage a **robust & nationwide** sample allowing strategic **sub-groups deep dive**



IPSOS EXPERTISE

Expertise of Ipsos people to curate data and combine **real time findings and analytics**



GLOBAL COVERAGE

Available in 30+ markets and in 23 languages across the world