

WEBINAR

Triple A Solutions.

- /// Appropriate.
- /// Agile.
- /// Affordable.

Testare l'innovazione velocemente



The context is changing



**BOUNDARIES BETWEEN
CATEGORIES ARE FADING**

**SHARE OF WALLET UNDER
PRESSURE**

**RISE OF MEANINGFUL
PRODUCTS**

A woman with long brown hair, wearing a blue and white striped shirt, is standing in a supermarket aisle. She is looking down at a smartphone in her hands with a slight smile. The background shows shelves stocked with various packaged snacks, including bags of chips and candy. The lighting is warm and focused on the woman.

INNOVATING IS THEREFORE MORE
CHALLENGING THAN EVER.

THE 'NEW NORMAL':

Lower attention span to messages
that promote the innovation adoption

Choices made faster and
more intuitively

Consumers are often on autopilot and their
habits are strong

An INNOVATION must WIN over habit to achieve a behavioral change in REAL PEOPLE

LOSS/POTENTIAL LOSSES:

Any perceived loss from switching to innovation



GAINS:

Advantages gained by trying/using the innovation

EXISTING PRODUCT

VS

NEW PRODUCT



IPSOS **REAL** INNOVATION

REAL PEOPLE
REAL BEHAVIOR
REAL CONTEXT

Ipsos has fundamentally tackled innovation testing with human behavior in mind



Like in the real world, consumers evaluate innovation in a **context of competition**.



Like in the real world, innovation must **win over consumer's current status quo** and cause a behavioral change.



Like in the real world, consumers adopt innovation **through the action of a CHOICE vs. competitors**.

And we still diagnose innovation's strength via consumers' willingness to change their behavior



How Consumer-Defined Competition Works


The Innovation is compared to real in-market products, defined by the respondent, including private label and new disruptive brands

The competitive set is individually defined by each respondent in-survey

Real Context

Marrying new Bsci metrics by forcing consumers to make intuitive choices between innovation and what they use today

Which product better meets your needs?

<p>Dilly's All Natural Ice Cream with Calcium</p>  <p>\$5.99 gallon</p> <ul style="list-style-type: none">• 50% of the day recommended dietary calcium• Promotes bone health• All natural ingredients• 5 Great tasting flavors	<p><pipe-in Brand here></p> <p>YOUR MOST OFTEN PURCHASED PRODUCT</p>
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What sentiment does your innovation elicit?



Can your innovation change their current behavior?



Are they passionate about their choice?

Real Behavior



Getting closer Innotest

Step 1: Consumers see the innovation

Nutella Biscuits



- ✓ croccanti biscotti con farina di frumento
- ✓ con cuore cremoso di Nutella
- ✓ adatti da condividere con chi ami

€ 2,99

CONCEPT EXAMPLE

Step 2: What comes to your mind?

Real People



What thoughts and reactions went through your mind while you were reading about the product?



Please type your thoughts here...

Step 3: Choose your competition

Real Context

What product do you currently consume
MOST OFTEN that is similar to what the new
product offers?



Step 4: does the innovation meet your needs?

Real Behavior



Choose the product that **better meets your needs...**

PLEASE DON'T FORGET TO CHOOSE QUICKLY



Step 5: does it provide unique benefits?

Real Behavior



Choose the product that is **more unique and different ...**
PLEASE DON'T FORGET TO CHOOSE QUICKLY



Step 6: is it expensive?

Real Behavior

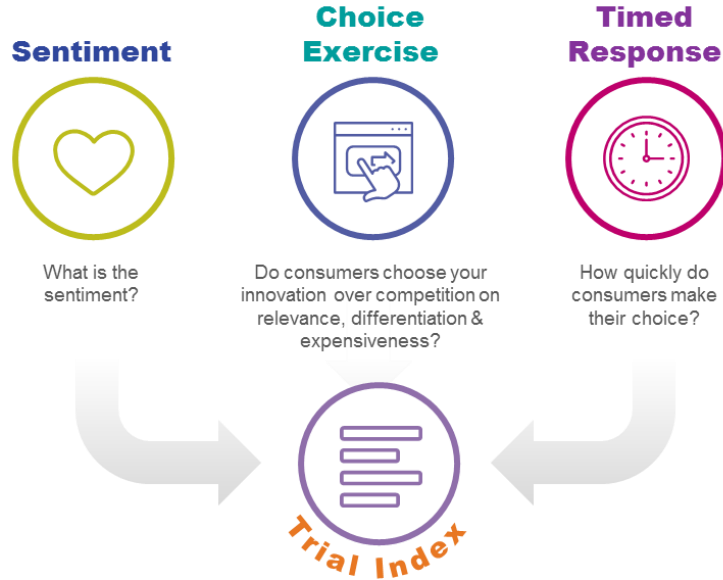


Choose the product that is the **least expensive** ...

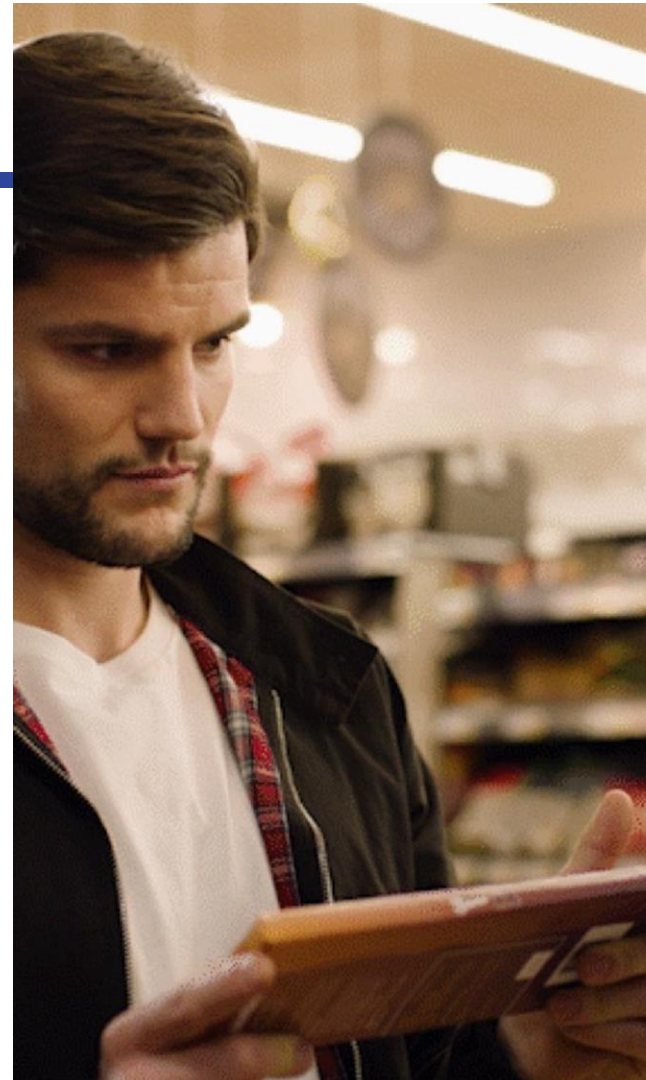
PLEASE DON'T FORGET TO CHOOSE QUICKLY



“Trial index” is rooted in consumer behavior and predictive of anticipated trial



Real Innovation





REAL INNOVATION **WITH AGILITY**

Ipsos can leverage its unique innovation approach at any phase of the innovation journey

Idea

Description of the product

A line of premium ice creams with 100% of the daily requirements for Calcium and Vitamin D

Pre concept

Consumer Insight

Caring for your family can be as simple as a bowl of ice cream

Benefit

Dilly's with Calcium and vitamin D is a natural way to give your family healthy snack. It's nutritious and 100% natural.

It's a simple choice that's good for them and good for you.

Available in regular flavors at your local grocer.

Full concept

Introducing New Dilly's All Natural Ice Cream with Calcium

Headline

Now You Can Get 50% of the Recommended Dietary Allowance of Calcium in a Deliciously Creamy Ice Cream

Getting your family to consume enough calcium can be a challenge. Calcium is critical for strong, healthy bones, but it can be difficult to get enough in your diet.

Now you can give your family a delicious taste experience and build strong bones at the same time. Dilly's All Natural Ice Cream is rich and creamy, and it provides 50% of the Recommended Dietary Allowance of calcium to promote bone health.

That's because Dilly's brand is made with osteomum, a natural calcium ingredient that has no flavor.

With new Dilly's All Natural Ice Cream with Calcium, you can feel good about providing a treat to your family that helps them get the essential calcium they need.

Dilly's Ice Cream is available for \$5.99 a half gallon in five great tasting flavors:

- Classic Vanilla
- Fudge Brownie
- Cookie Dough
- Coffee Chip
- Strawberry Mango



Pack

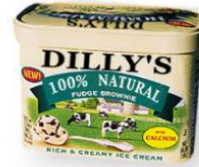
Varieties

Being stimulus agnostic, InnoTest is a chance to move to true-to-life stimuli



...To Tweetified Concepts!

Dilly's All-Natural Ice Cream with Calcium



\$5.99 gallon

A shorter/focused concept **better mimics digital adv/ 10 secs adv/ shelf time & quick decisions via system 1**

- 50% of the daily recommended dietary calcium
- Promotes bone health
- All-natural ingredients
- Five great tasting flavors

Tweetified concepts are especially recommended for eCom or BTL launches

A group of four diverse professionals are gathered in a meeting. A man with a beard and a woman with long dark hair are leaning over a table, looking at something off-camera. A woman with curly hair and glasses is standing and smiling, holding a white cup. A man in a plaid shirt is standing with his back to the camera, looking towards the group. The background is a bright, modern office space with large windows.

REAL INNOVATION

WITH AFFORDABILITY

InnoTest is available in two service options

FULL SERVICE

Through your Ipsos account teams

For more complex or customized projects

Available globally

IPSOS DIGITAL PLATFORM

In the secure and easy-to-use Ipsos.Digital Platform

Now available as DIY in the U.S, UK, France, Germany, Italy Spain and Brazil.

Faster results & lower cost

Ipsos support at your convenience



Self-serve
on the
platform



On the spot via
the integrated
chat box



Through the Ipsos
Account Team for
more assistance



Thank you!