

Triple A Solutions.

- ✓ Appropriate.
- ✓ Agile.
- ✓ Affordable.

WEBINAR

Instant|Labs

**IL WEBINAR INIZIERÀ TRA POCHI MINUTI.
VI PREGHIAMO DI CHIUDERE I MICROFONI.**

www.ipsos.it

I prossimi appuntamenti:

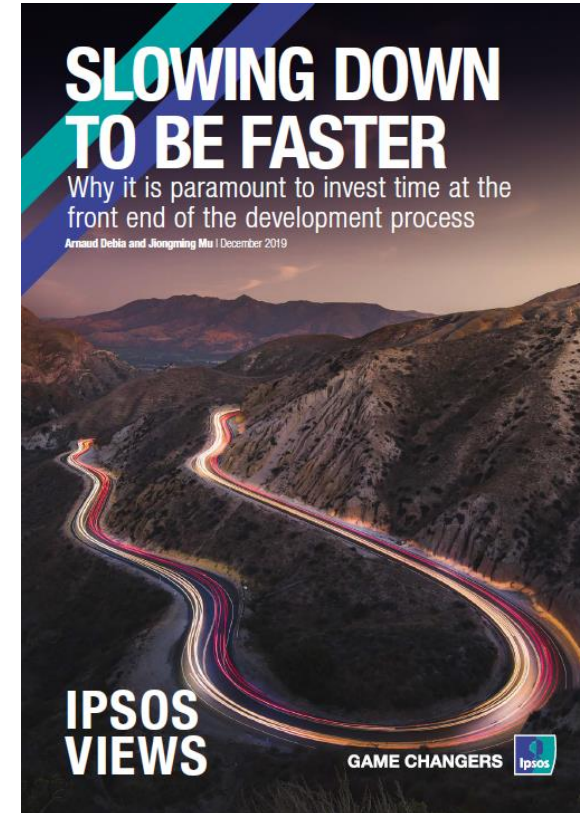
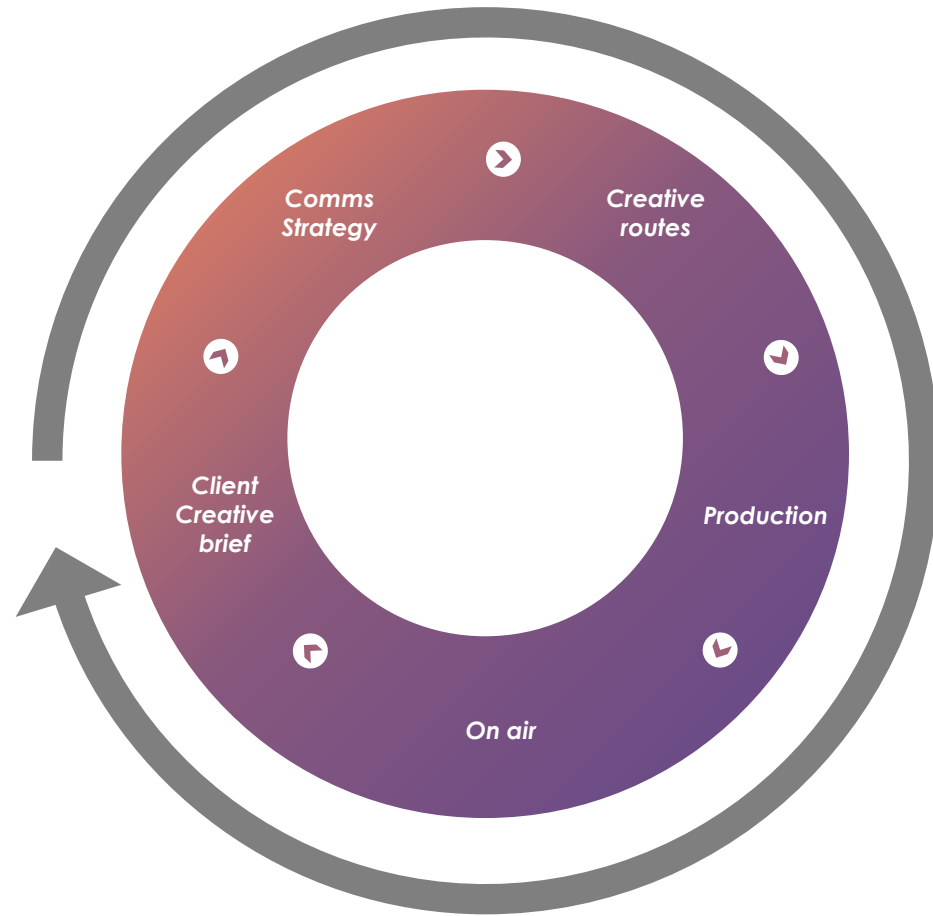
- ✓ 29 settembre - In Store Activity Performance
- ✓ 02 ottobre – Creative|Spark
- ✓ 08 ottobre – The Forces of Customer Experience
- ✓ 13 ottobre – Digital Consumers Empathy
- ✓ 21 ottobre – Mystery Digital
- ✓ 27 ottobre – Testare l'innovazione velocemente
- ✓ 03 novembre – Instant|Labs
- 17 novembre – La valutazione di campagna

INSTANT | LABS

**Real time early ideas
and creative exploration**



CREATIVITY IS A **REVOLVING** JOURNEY **WHICH BEST STARTS EARLY**

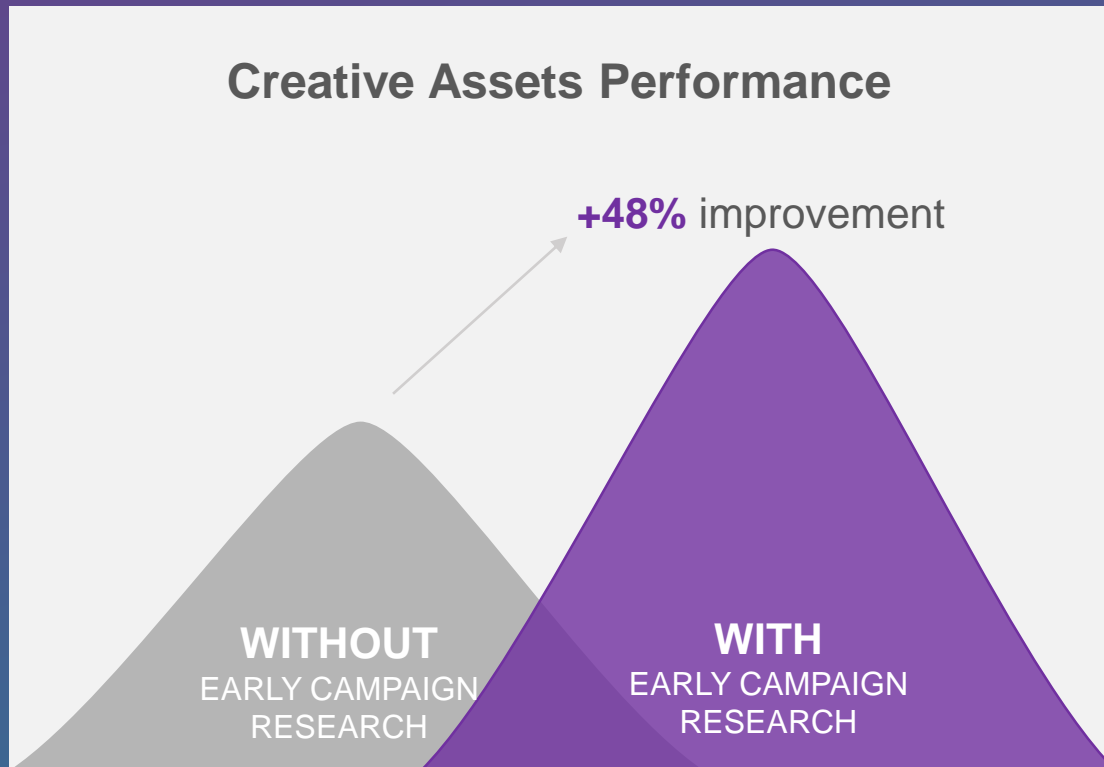


“

Investing time in the exploration phase, to see where the **raw diamond** can take you is well invested as it will make the whole development **smoother**

View the article [here](#)

EARLY CREATIVE DEVELOPMENT RESEARCH HELPS TO **IMPROVE CREATIVE QUALITY**



*Based on 500+ Ipsos cases



Ensure campaigns have a solid **foundation**



Increase the **odds of success**



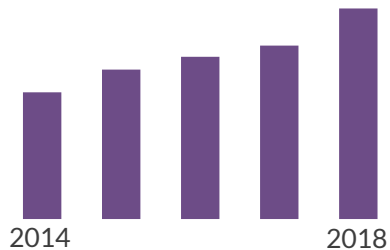
Save time and money by being more agile further through the cycle

EARLY CREATIVE DEVELOPMENT RESEARCH HELPS TO **IMPROVE BUSINESS**

Stronger creatives

An Oil Company

5 year client and agency partnership to **dramatically improve creative quality** over time utilizing Ipsos Creative Development



Higher ROI

A Durables Giant

10%

Increase in ROI after leveraging early creative research followed by creative optimization

Market Share

An Hygiene CPG

33%
market share

in under 2 months, entering an adjacent category, using a new campaign designed with Ipsos Creative development and assessment insights

Yet ideas and creativity take time.
Insightful **research** too.





Introducing early idea and
creative research **in an instant**



INSTANT | LABS



INSTANT TIME |

In depth understanding of your early creative & ideas in hours, **with instant answers to your questions asked 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 and Ipsos experts in our virtual lounge room, to reflect on people's answers in real time & how to progress your campaign forward

ONLINE DEPTH |

Leverage a **robust and nationwide** sample, enable strategic **sub groups deep dive**

IPSOS EXPERTISE|

Ipsos experts to provide **structure & curate** data based on expertise researching early creative.

HOW IT WORKS | Instant questions and answers real time reporting



FUELLED BY MACHINE LEARNING and Ipsos experts' guidance



The respondent experience:



1. INSTANT
QUESTIONS

30"
100+ people



2. INSTANT
SOCIAL *

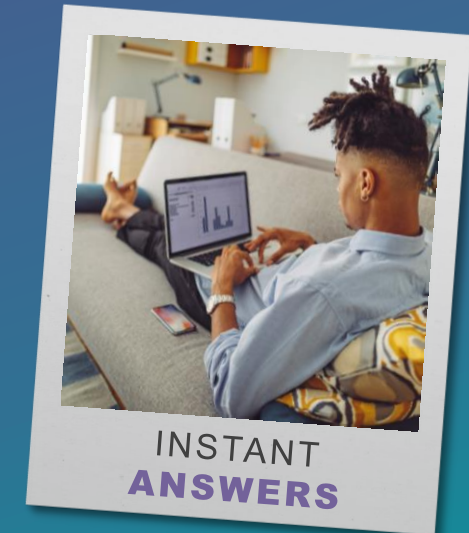
15"
30 people



3. INSTANT **CHAT**

60"
4-6 people

The client lounge room experience



INSTANT
ANSWERS

*(OPTIONAL)

INSTANT|LABS – OUR CLIENTS LOVE ITS AGILITY



“

“I just want to let you know how much I appreciate the hard work the team put in – they supported me so well.

Thanks again, much appreciated!

PS: Yes, I want to do more **Labs** this way –
TIMINGS ARE IMPRESSIVE ”

(AWARD WINNING BEVERAGES
GLOBAL CMI)

AUGUST 2020


INSTANT|LABS IN ACTION – UK AND BRAZIL IN 48 HRS




INSTANT | EXPERIENCE

How an Instant | Labs flows and what you get







INSTANT ANSWERS
Client & agency attend in the virtual lounge, guided throughout by the Ipsos Lab leader




1. INSTANT QUESTIONS
Instant results dashboard




2. INSTANT DEBRIEF/SOCIAL
Live questions & social debrief, Chat preparation



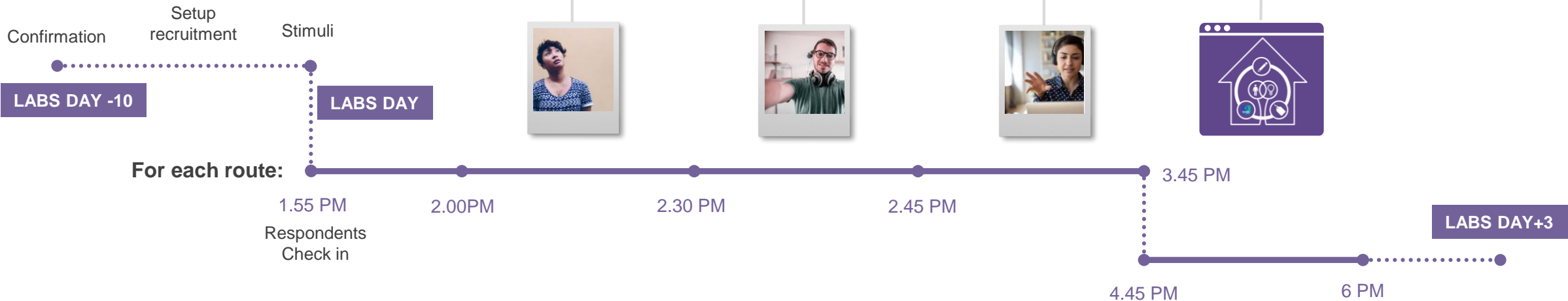
3. INSTANT CHAT
Group discussion observation



Live results debrief & workshop
1 page summary



FINAL REPORT



INSTANT|LABS ARE FLEXIBLE

« Risk something »

Our TVC works with settings and protagonists similar to our print executions. We see different scenes of healthy aging enjoying great moments.

A slow-motion shot of an elderly couple jumping on the bed and having a pillow fight.


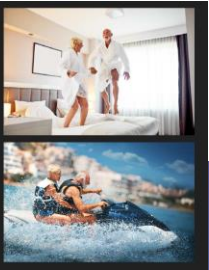
VO: Risk having fun like your grandkids.

An old guy on a Jet Ski is driving donuts – producing waves and a smile on his face.

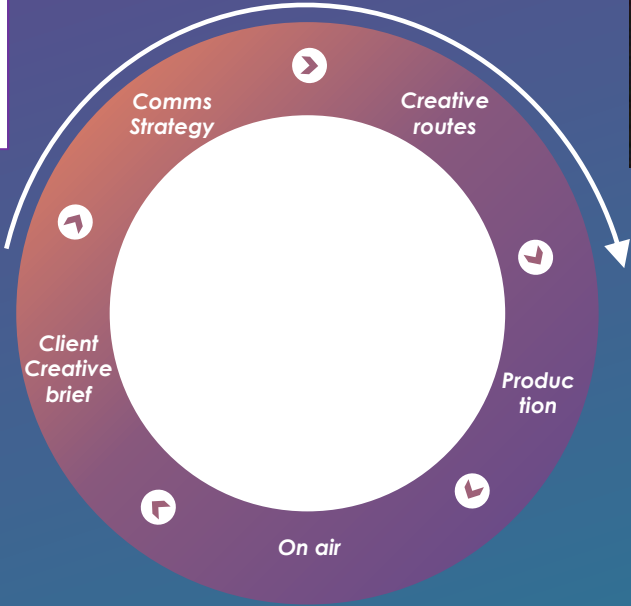
VO: Risk wetting your pants.

A couple is doing a video-call with their grandkids. The clue: Grandpa and grandma are only dressed waist upwards and just wear a pants and shoes down below.

VO: Risk getting caught by your grandkids.



- It's important to recognize and respect the "code of conduct" of being a guy. But symptoms of hunger don't respect the code. The irritability and weakness can result in a bit of a drama queen.
- Snickers, the proper nut filled bar, will sort out your hunger and return you to your rightful place in the pack.
- Snickers: You are Not You When You are Hungry



ADAPTING TO THE DIFFERENT STAGES OF EARLY CREATIVE DEVELOPMENT AND STIMULUS

LANGUAGE/COUNTRY **AVAILABILITY**



Instant|Labs is available in 23 different languages

| | | | |
|----------------------|-----------------------|------------|--------|
| English | Spanish | German | French |
| Italian | Polish | Portuguese | Dutch |
| Swedish | Norwegian | Danish | Arabic |
| Chinese (simplified) | Chinese (traditional) | Japanese | Korean |
| Hindi | Indonesian | Romanian | Thai |
| Turkish | Vietnamese | Russian | |

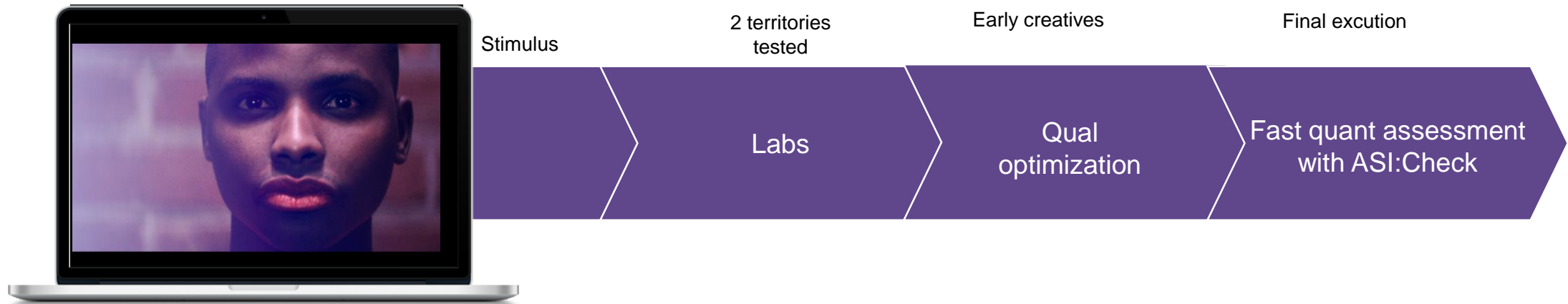




CARLING

**Creative
+ Bold**

SHAPING MASCULINITY BY **INSPIRING A NEW ORDER OF CHAMPIONS** IN A GENDER EQUAL FUTURE





SHAPING MASCULINITY BY **INSPIRING A NEW ORDER OF CHAMPIONS** IN A GENDER EQUAL FUTURE



COMMUNICATION

TV and digital campaign

Record market share 3 months after launch, strong volume sales growth, positive impact on key image attributes



ACTION

Carling song for change in
Soccer stadiums

“ *The bravest work is the work that understands the consumer the best. Carling Bold Brave Strong is the perfect case of how research driven content can breakthrough and turn around a brand.*

Grant Pereira
Carling Chief Marketing officer

Restiamo a vostra disposizione!

Francesca Nardin

Service Line Leader

Creative Excellence

Francesca.Nardin@ipsos.com

📱 340 4275780



Stefano Cova

Research Director

Creative Excellence

Stefano.Cova@ipsos.com

📱 347 4423052



**BE
SURE.
ACT
SMARTER.**

THANK YOU

GAME CHANGERS

