Ipsos ConStruct™
A New Concept Building Tool for Gaming Operators, Manufacturers, and Platform Providers

Looking to build a new slot machine, VLT, table game, or Internet game, but unsure of which elements or themes to include? Curious about the ideal attributes for a bar or restaurant on your casino floor or in your gaming establishment? Thinking about revamping your loyalty program and not sure what attributes and features are important to consumers?

Use Ipsos ConStruct™ to bypass costly multi-phase research programs and deliver test-ready concept descriptions, quickly and cost-efficiently.

Ipsos ConStruct™ is a concept building tool that takes the post-ideation concept development guesswork out of the hands of developers by extracting the ideal concept directly from the minds of gamblers themselves.

Key Benefits
Ipsos ConStruct™ provides cost and time saving benefits:
• Reduces the risk of testing the wrong concepts.
• Lowers R&D costs by reducing the number of concepts that need to be tested to get it right.
• Delivers a feature set that you know is valued by the target market.
• Provides an objective validation of ideation and focus group recommendations and can replace traditional exploratory techniques.
• Produces test-ready concept descriptions.

How Does it Work?
Respondents, who represent the target market, are guided through a web-based survey that incorporates the Ipsos ConStruct™ sorting exercise. They sort through the numerous features that may comprise a concept and build their ideal product by clicking and dragging features on-screen. This exercise helps determine the optimal combination of features that will have the greatest level of appeal among consumers.

In the case of a slot machine building exercise, respondents would choose the screen and game elements (play style, background, theme, button deck, etc.) that are most appealing to them and sort them into groups such as: 'I must have this,' 'I would like to have this,' and 'I don't need this.'

Following the sorting exercise, respondents can provide communications, naming, and concept resonance feedback in a series of open- and closed-ended questions that are included in the larger survey.

As part of the detailed analysis, a TURF (Total Unduplicated Reach and Frequency) analysis is conducted with the Ipsos ConStruct™ data. The TURF analysis maps together the survey respondents' preferences and provides the optimal combination that will reach the largest target audience.
Contact Us

Ipsos in North America has a solid team solely dedicated to research in the Lottery and Gaming sector.

To learn more, please contact:

Paul Lauzon  
Senior Vice President, Lottery & Gaming  
Ipsos Marketing  
587.952.4871  
paul.lauzon@ipsos.com

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