



## PRESS RELEASE

### Launch of Ipsos Innovation Testing

Ipsos Innovation Testing: Real People + Real Behavior = Real Success.

**July 29, 2019 New York, NY** – Getting the attention of consumers today is harder than in the past. Hyperconnected consumers are bombarded with advertisements and standing out among thousands of new products launched every year means innovating is more challenging than ever before. To successfully compete in today's omnichannel world, Ipsos has launched "Ipsos Innovation Testing", a new offer grounded in behavioural science for screening successful innovations.

This new offer uses an intuitive, playful gamified test design that mimics the fast and intuitive decisions consumers make in today's digital world. Specifically, the offer utilizes engaging choice-based tasks enhanced by response time to detect conviction or hesitation and applies artificial intelligence to detect emotions associated with the choice. Ipsos Innovation Testing offers maximum predictability of success and better discrimination between innovations tested.

Capturing today's innovation adoption behaviour, Ipsos Innovation Testing engages consumers in a way that closely mimics the decisions real people make by focusing on:

**REAL PEOPLE** - talking to real consumers - no matter how targeted - without losing the ability to compare to norms

**REAL BEHAVIOR** - capturing behavior in the true competitive context that innovations are actually up against in market

**REAL SUCCESS** - Ipsos are innovation experts who understand the behavioral science of innovation adoption

Jiongming Mu, Senior Vice President Global Innovation Solutions, said "Constant evolution is the new normal, the innovation journey is fluid and everchanging. Clients need to move efficiently and swiftly to obtain a total understanding of consumer needs, wants, and desires. To succeed, innovations need to stand out from the crowd. But only those that change habits and impact behaviour will sustain. This is why Ipsos Innovation Testing was created - to help clients overcome these challenges".



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Ipsos Innovation Testing is the latest solution in Ipsos' Behavioral Suite of innovation testing solutions, to help clients be faster in seizing opportunities and more agile in bringing their products to market, allowing them to lead their categories with disruptive and innovative solutions.

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### About Ipsos

Ipsos is now the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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