



INNOVATE IN THE REAL WORLD...

Overnight Idea Testing: Life in the Fast Lane

The Challenge

Unfortunately, quantitative idea screening is kind of like going to the gym: we all know we should be doing it, but somehow many of us never seem to find the time. And for those of us who do manage to find the time, it still feels like it takes too long to get results.

We've heard this from many clients – ones that understand and even acknowledge the benefits of idea screening – they simply do not have enough time in their innovation process to wait about four weeks for a custom quantitative study to see which ideas should move forward.

Because of these time constraints, many companies will use the ideation group – the handful of people who generated the ideas – to select which ones should move forward into concept development. This could even be a focus group or two – or perhaps an internal group – the point is that, for the sake of expedience, some companies are not taking the time to quantitatively vet their new product ideas.

There, however, a price for expediency that represents significant risk. All of these biases mean that your company may not be selecting the ideas that best appeal to consumers and have the greatest chance of in-market success. In fact, a recent study by Booz and Company that surveyed nearly 700 companies found that only 1 in 3 companies felt that their efforts to convert ideas into product development projects were highly successful.

The Ipsos Difference

At Ipsos InnoQuest, we've long been big proponents of quantitative idea screening – the power of it is that it allows you to learn which ones are the best, so you can focus your development efforts on them. In short, quantitative idea screening allows you to test fewer, better concepts – saving time and money while increasing success rates.

New product ideation is oftentimes very much an art – a creative process. And that is how it should be. Go ahead and use whatever techniques work best for you to get the juices flowing. But once that ideation is over, once you have generated a bunch of new ideas, you need a rigorous process that lets a large sample of your consumers tell you which of the ideas are the best – the ones that are most likely to succeed.

The single biggest barrier to quantitative idea screening is time, and the good news is that InnoQuest just developed the first overnight idea screening solution in the industry.

This approach can fit seamlessly with your existing ideation process. Rather than eliminating the ideas yourself (and remembering the inherent risks involved with that), shift the decision to consumers, knowing that the ideas you just came up with will be evaluated overnight – letting the consumers determine which ideas should move forward.

Using this robust sample of consumers, you'll move forward with the best ideas. The best ideas mean better concepts which translate into success for everyone. The Ipsos capability to provide this service overnight allows you to truly accelerate your innovation process and easily integrate idea screening into your existing process.

Increase your efficiency:

Spend less time and money developing and testing concepts by quantitatively vetting your new product ideas prior to concept development.



Increase your effectiveness:

Don't leave good ideas behind, and move forward with the ideas that have the best chance of succeeding as concepts. This means higher pass-through rates and, ultimately, a better, more successful innovation process.



Ipsos InnoQuest
The Innovation and Forecasting Specialists