

# Ipsos.Digital

**Our full DIY or  
researcher-assisted DIY  
Fast-response platform**

July 9th, 2020



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# Today's Speakers



**Maria Perez**  
**Senior Vice President,  
Head of Ipsos.Digital**  
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Maria joined Ipsos in 2006 as part of the service line, Observer, which specializes in sample procurement, survey management, and data collection. She is currently the head of Ipsos.Digital in NA and is responsible for driving business, leading marketing/communication efforts and providing support for the platform's suite of solutions: FastFacts, Duel, InnoTest and Creative|Spark. She also oversees Observer's client service and operations team, a role that includes oversight of project management staff and support with growth and efficiency initiatives.

Maria earned a Bachelor's in Psychological and Brain Sciences with a minor in Education from Dartmouth College in Hanover, NH.



**Jeremy Survance**  
**Vice President,  
Innovation**  
jeremy.survance@ipsos.com

Jeremy brings over 15 years of CPG Innovation experience including:

- Developing initiatives across all aspects of the innovation process from white space identification to launch strategy and beyond.
- Enabling his clients' evolution from reliance on key metrics and stagegates to leveraging real consumer insight to create meaningful innovation and competitive advantage.

Jeremy graduated from Vanderbilt University with a BS in Cognitive Science and Economics.



**Pedr Howard**  
**Senior Vice President,  
Creative Excellence**  
pedr.howard@ipsos.com

Pedr is a creative development specialist.

He is passionate about advertising, creativity, and bringing consumer research into the communication development process.

His experience includes managing brand and communication research projects for local and international brands.

# Ipsos.Digital – Suite of Solutions

## FastFacts AD HOC



### DYI research tool

Allows you to select your audience, build your survey and access data in a dashboard & other exportable deliverables

## Duel INNOVATION



### Fast, agile and behavioural screening solution

For simple marketing stimuli such as claims, varieties, names and visuals

## InnoTest INNOVATION



### Innovation evaluations from ideas to full concepts

For ideas, pre-concepts and full concepts

## Creative|Spark COMMUNICATION



### Creative Assessment

Quickly learn, evaluate and optimise video creative

# FastFacts

**Build your questionnaire &  
get fast and reliable data**



# FASTFACTS: Results in 4 Easy Steps



## 1 SET UP YOUR STUDY

Select field country

Number of respondents

Length of survey

Area of interest and audience  
(access to 700 pre-defined  
sample templates or request  
one customized to your needs)



## 2 BUILD YOUR SURVEY

Choose from various question  
types

Upload visuals

Add survey logic

Real-time guidance from  
AI-enabled Questions Library  
(English markets from July 2020)



## 3 PAY AND LAUNCH

Review details & price

Confirm payment via invoice  
or pay with credit card

Launch your survey



## 4 ACCESS TO DASHBOARD

Customize charts and  
dashboard content

Export results in PPT, PDF,  
EXCEL or SPSS

Create additional crosstabs  
using Table Builder

# InnoTest

**Reduce risk, increase your  
innovation wins**



# What We Believe

$$\begin{array}{l} \text{REAL PEOPLE} + \\ \text{REAL LIFE} = \\ \text{REAL SUCCESS} \end{array}$$

By engaging consumers in a way that mimics (as closely as possible) the decisions real people make, we gather better information and build stronger recommendations that drive successful innovation in the real world.



## REAL LIFE

We capture the true competitive context your innovations are actually up against in the market



## REAL PEOPLE

We talk to your consumers – no matter how targeted – without losing the ability to compare to norms



## REAL KNOWLEDGE

We are innovation experts and know the nuances of how to build brands and grow business



A man with dark hair and a beard, wearing a dark jacket over a white shirt, is looking down at a smartphone he is holding in his hands. He is in a grocery store, with shelves of products visible in the background.

**BUT TOO OFTEN  
OUR TOOLS**

**DON'T REFLECT  
REALITY**

**Consumers  
make decisions  
*FAST...***



They spend less than 7 seconds  
to purchase a product in-store



With limited attention



And, they are always connected

# Getting closer to real

Behavioral innovation testing suite from screening to forecasting



AGILE

EFFICIENT

PREDICTIVE

Your research needs

	Gamified Choice	Timed Response	Sentiment Detection	Full Behavioral Funnel
<b>Duel</b> Fast and agile screening for short marketing stimuli.			Available on the Ipsos.Digital Platform	
<b>InnoTest</b> Innovation evaluations from ideas to full concepts vs. competition. Forecast ready.				
<b>Simstore InnoTest</b> Omni-channel behavioural testing in realistic virtual shopping environment.  Shelf view       eComm view      Forecast ready				 Attention Engagement Conversion
Ipsos' solutions	Behavioral Metrics			

# InnoTest builds on ~40 years of BSCI principles to create a more realistic, agile diagnosis of innovation

Powered by B-Sci

Validated & Actionable

Future Ready

# InnoTest continues to leverage our experience with more predictive and more diagnostic key measures



## RELEVANCE

Extent to which an innovation meets consumer needs



## EXPENSIVENESS

Extent to which an innovation is perceived to be higher-priced than competitors



## DIFFERENTIATION

Extent to which the innovation provides unique benefits vs. competitors

## CONCEPTS WITH

High Relevance  
and High  
Differentiation

**54%**

more likely to achieve  
higher than expected trial

High Purchase  
Intent

**34%**

more likely to achieve  
higher than expected trial

## OUR R&D ALSO SHOWS PURCHASE INTENT...

- Does not provide performance diagnostics
- Favors low differentiated products
- Handicaps premium-priced innovation
- Does not reflect competitive context

# InnoTest captures innovation adoption behavior by forcing respondents to make intuitive choices between your innovation and what they use today



## What sentiment does your innovation elicit?

Open-ended text with machine powered sentiment detection



## Can your innovation change their current behavior?

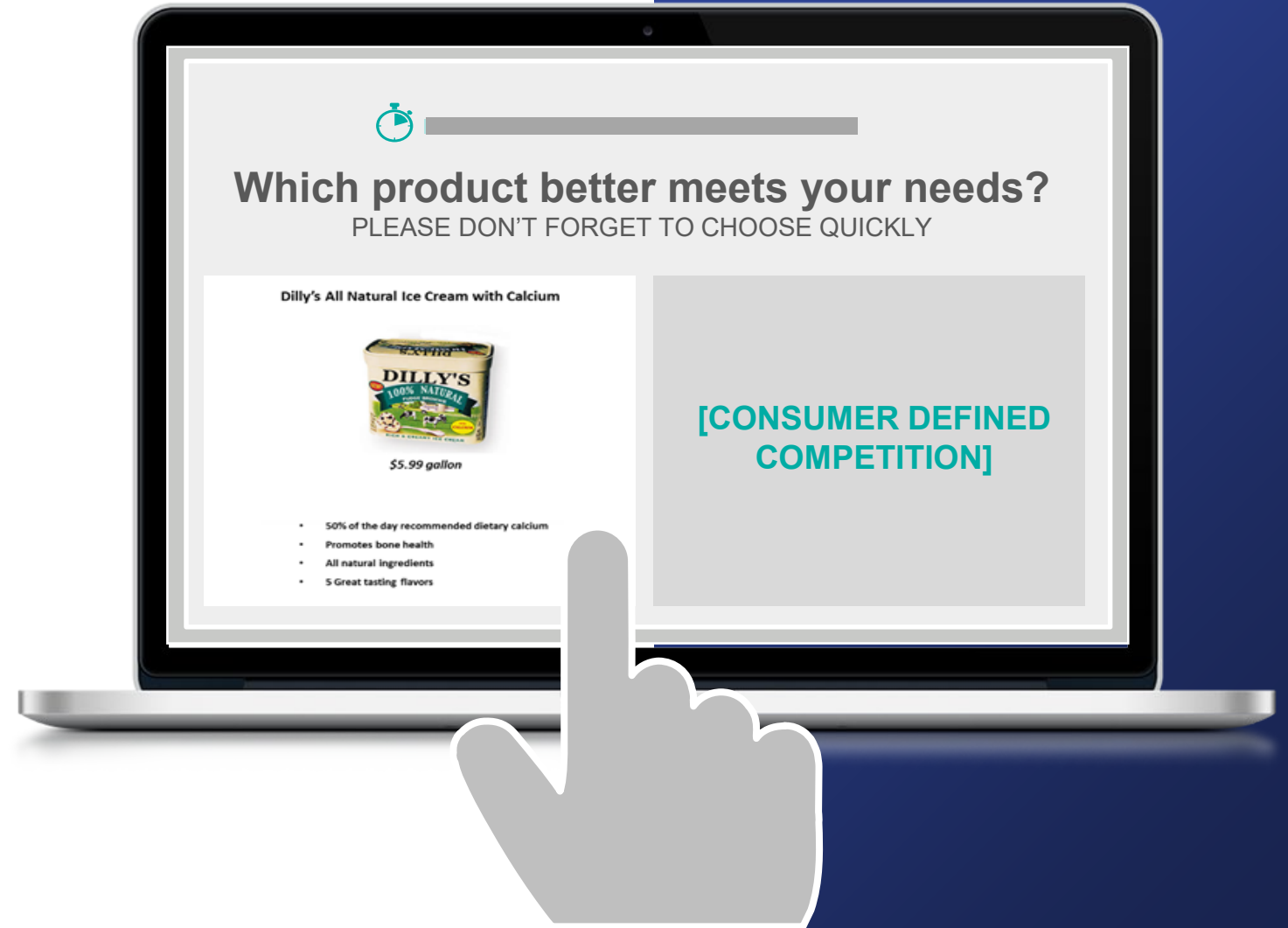


Choice versus consumer-defined competitive product on RED measures



## Are they passionate about their choice?

Response time when choosing



# Ipsos' validated success measure, the “trial index”, is rooted in consumer behavior and predictive of anticipated trial

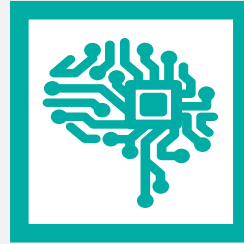
## KEY KPI *TRIAL INDEX*



Combines Relevance, Differentiation and Expensiveness with response time and sentiment to capture a concept's potential.



Accurately identifies which concepts will generate greater trial.



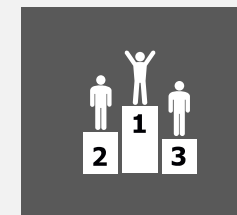
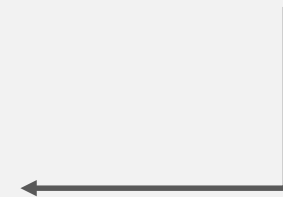
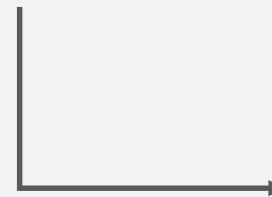
What is the sentiment associated with your innovation?



Do consumers choose your innovation over competition on RED measures?



How quickly do consumers make their choice?



Trial Index

# InnoTest eliminates the eternal struggle between ideas vs. concepts

## STIMULUS AGNOSTIC

Ipsos can leverage its unique innovation approach **at any phase** of your innovation journey.

The method, KPIs, and deliverables are **the same for ideas, pre-concepts, full concepts and everything in-between.**

**Competitive context** is always part of the core offer regardless of stimulus format.

## “TWEETIFIED CONCEPTS”

Stimuli need to mimic as closely as possible what information will be available IRL. Thus with the relative prominence of digital ads, “tweetified” stimuli are likely to be the norm.

The description can be very short, focusing on the main benefit or with more details e.g. RTB’s and support element if relevant (number of usage per day...).

## ILLUSTRATIVE EXAMPLE

### Dilly’s All Natural Ice Cream with Calcium



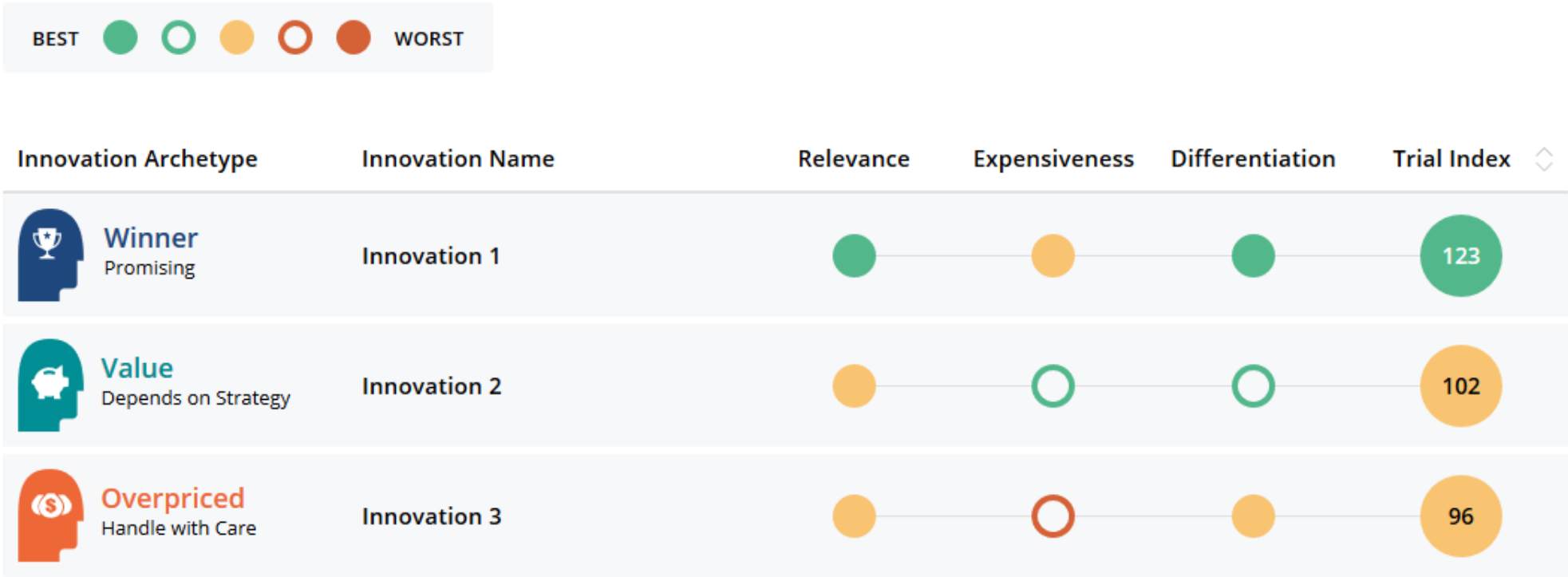
\$5.99 gallon

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

# Deliverables provide robust validation and diagnostics in a matter of hours

## KEY RESULTS | Innovations ranked by Trial Potential

Innovation 1 is the clear winner among the 3 innovations tested. Move forward. Trial Potential is very strong. There is no need for Optimization. Innovation 1 is a Promising Innovation. Relevance is very strong, the price is just about right and Differentiation is very strong.



# Why Ipsos is the agile-solutions innovation partner

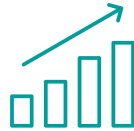
Agility through a platform – and beyond!

## Complete Integrated Offer



Suite of tools going seamlessly **from Early Stage to Validation**, including forecasting options.

## Continuously Upgrading Agility



Ipsos **continuously invests** to increase speed and **expand DIY solutions**, making it a **one-stop store** for Innovation screening and validation

## Consistency And Learnings



Having the same **validated approaches** available both **on- and off-platform** facilitates learnings and increases teams' confidence in adopting the DIY solutions.

## Reliability And Expert Support



**On-platform solutions** can also be driven by your **Ipsos team** to balance agility with peace of mind

## Validated Metrics



**Ipsos' ~40 years experience in Innovation testing** form the foundation for rigorous understanding of what it takes to succeed in market

# CREATIVE | SPARK

Be **bold**.

Be **creative**.

Spark your **business**.



# Creative EFFECTIVENESS drives business growth



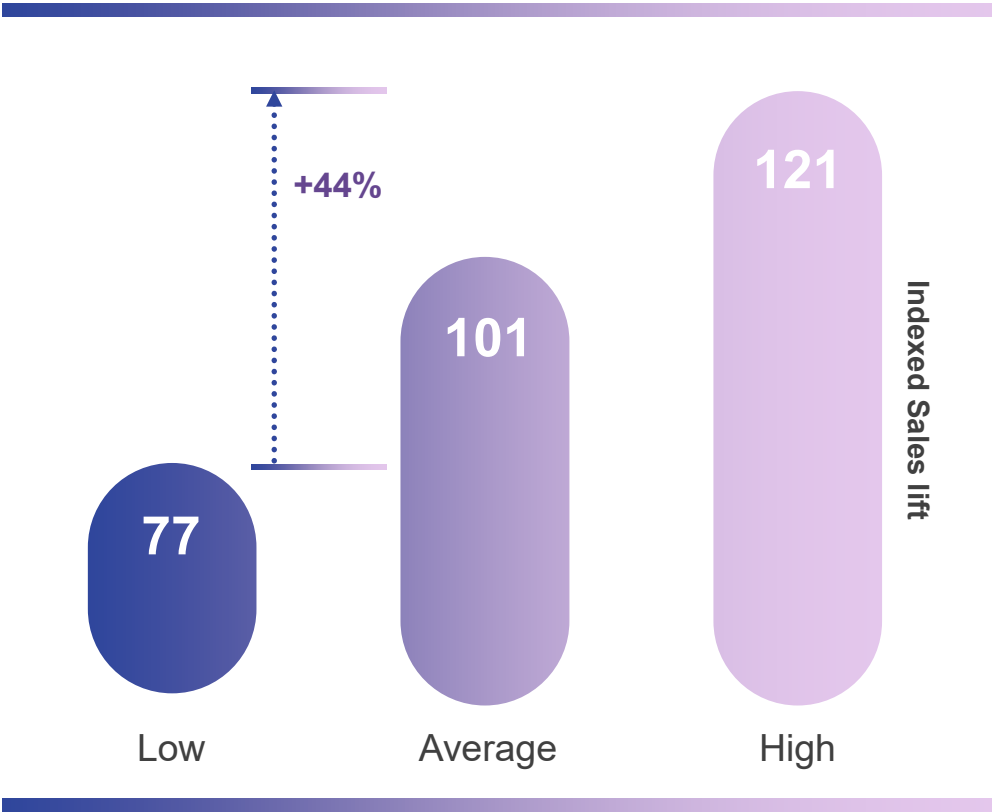
Market Share Gains\*



More Stock Market Performance\*\*

\*(IPA Binet & Field)  
\*\* (Cannes Creativity Festival & Yahoo)

Ipsos Validations show up to 44% difference  
in ROI between high and low performers:



1,000+ Ipsos validations to MMM data

That’s an average difference\*\*\* of

**\$5.4million**

\*\*\* Median media spend of campaigns that include TV = \$12.2m



# Creative Quality Matters, but...



We hear the same challenges from many of our clients:

- **Robust, validated research takes too long** – by the time we get results, it's often too late to take action.
- We are producing more creative than ever, but at the same time, our **research budgets are shrinking**.
- We have to **settle for faster and cheaper** solutions, even if we know they aren't the optimal way to assess creative.

# CREATIVE | SPARK

**Provides a full spectrum of measures of creative response via a combination of science disciplines**



## THOUGHTS

The choices we make, based on our past experiences and associations



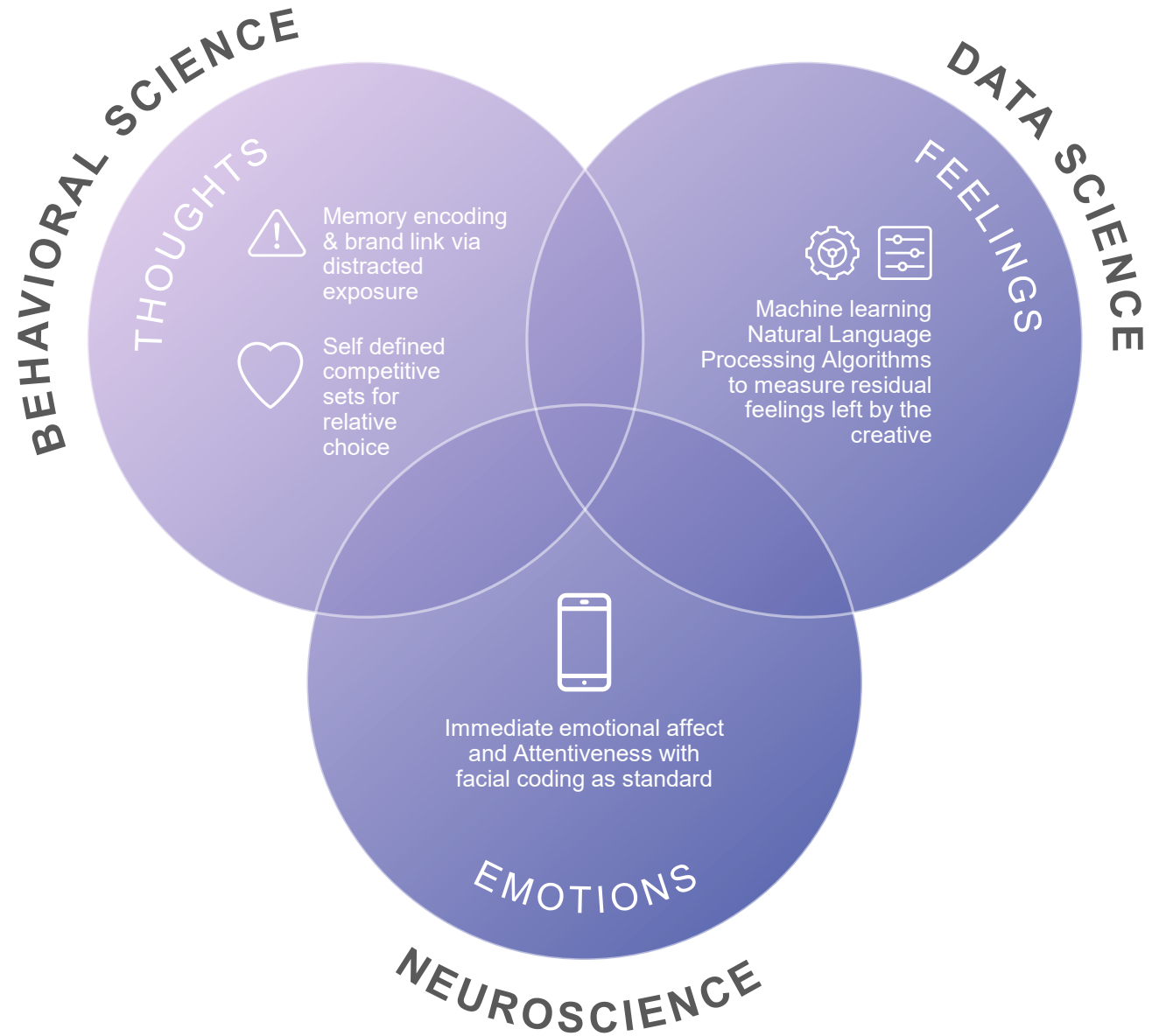
## FEELINGS

The residual, unarticulated feelings that stay with us after an experience



## EMOTIONS

The immediate bodily responses we have to stimulus and experiences



# And is grounded ON

## IPSOS

## HERITAGE



### DISTRACTED CONTENT EXPOSURE

Creative is exposed amongst other content, representing realistic conditions of selective attention to enable evidence based Attention metrics.



### SHORT & LONG-TERM BRAND EFFECTS

We assess the creative power to influence short-term choice and longer term equity, enabled by an observational experimental design.



### THOUGHTS, FEELINGS AND EMOTIONS

Immediate emotions, residual feelings and cognitive perceptions are measured to enable optimization.



### SALES VALIDATED METRICS

KPIs connected to real business impact and outcomes.

**+ IPSOS CREATIVE EXPERTISE & CONSULTANCY**

# An experimental design that observes creative impact by measuring thoughts, feelings and emotions

Observed change in brand choice and attitudinal equity



Measures pre and post exposure amongst the most salient choices to represent mental trade-offs people make

Distracted Content Exposure



**Raises cognitive load** to represent conditions creative needs to perform within the wild



Evidence Based Attention



Memory encoding and brand association

Immediate non-conscious responses



Facial Coding emotion and behavioural responses captured as standard

Thoughts and residual feelings left by the creative



**Derived Feelings** via text sentiment algorithms

**Cognitive perceptions** of the creative to diagnose response and understand messages that landed

# Evolution of Creative Assessment

## CREATIVE | SPARK

### SCIENCE

Design and effectiveness metrics grounded on Behavioral Science, Data Science and Neuroscience with Text analytics and AI supervised machine learning algorithms.



### SPEED

Evaluates video creative in as little as 24 hours.



### CREATIVITY

Holistic diagnostics and concise reporting for fast optimization, in addition to key signals of creative potential.



### FLEXIBILITY

Delivered with a range of service options, from self-serve to full service, to fit your timing, budget, and business needs.

# Range Of Service Level Options

	'Standard'	'Custom'
'Serviced'		
'DIY'	<p>Sign up to Ipsos.Digital, execute yourself and receive an automated output.</p> <p><b><i>Starting at ~\$7k</i></b></p>	



# CREATIVE | **SPARK**

Creativity drives Business





**Thank You!**

**Any Questions?**

