Ipsos.Digital

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

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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
Reduce risk, increase your innovation wins
What We Believe

REAL PEOPLE +
REAL LIFE =
REAL SUCCESS

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
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

**Duel**
Fast and agile screening for short marketing stimuli.

**InnoTest**
Innovation evaluations from ideas to full concepts vs. competition. Forecast ready.

**Simstore InnoTest**
Omni-channel behavioural testing in realistic virtual shopping environment.

Your research needs

Ipsos’ solutions

Gamified Choice
Timed Response
Sentiment Detection
Full Behavioral Funnel

Available on the Ipsos.Digital Platform

AGILE
EFFICIENT
PREDICTIVE

Behavioral Metrics

Attention
Engagement
Conversion
Forecast ready

Attention
Engagement
Conversion
Forecast ready
InnoTest builds on ~40 years of BSCI principles to create a more realistic, agile diagnosis of innovation
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

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**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.

<table>
<thead>
<tr>
<th>Innovation Archetype</th>
<th>Innovation Name</th>
<th>Relevance</th>
<th>Expensiveness</th>
<th>Differentiation</th>
<th>Trial Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winner</td>
<td>Innovation 1</td>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
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<tr>
<td>Value</td>
<td>Innovation 2</td>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
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<tr>
<td>Overpriced</td>
<td>Innovation 3</td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
<td><img src="image9.png" alt="Image" /></td>
<td>96</td>
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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**

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

Indexed Sales lift

1,000+ Ipsos validations to MMM data

That’s an average difference*** of $5.4million

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

**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

Distracted Content Exposure

Evidence Based Attention

Immediate non-conscious responses

Thoughts and residual feelings left by the creative

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

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

Memory encoding and brand association

Facial Coding emotion and behavioural responses captured as standard

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.

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

**SPEED**
Evaluates video creative in as little as 24 hours.

**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

<table>
<thead>
<tr>
<th>‘Serviced’</th>
<th>‘DIY’</th>
</tr>
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<tbody>
<tr>
<td>‘Standard’</td>
<td>‘Custom’</td>
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</table>

- **‘Serviced’**
- **‘DIY’**
  - Sign up to Ipsos.Digital, execute yourself and receive an automated output.
  - *Starting at ~$7k*
CREATIVE | SPARK

Creativity drives Business
Thank You!

Any Questions?