

# Creative|Fuel:

Sharpen Insights. Find Tension. Fuel Creativity.



Insightful strategy is the foundation of effective creativity. Ipsos Creative|Fuel delivers it. A solution that brings together data curation, customized primary research and ad strategy ideation.

## How does it work?



### Ignite

Starting with a clear ambition for the campaign, we curate learnings from existing research sources. With fresh perspective, we develop ignition ideas - strategic hypotheses, tensions and insights about brand, consumer, culture and category to be explored in Refinery Lab.



### Refinery Lab

Starts with science fair style qualitative research to explore and build on ignition ideas. Followed by debrief and collaborative workshoping to refine and enhance. Resulting hypotheses are then exposed in quantitative research to deliver assessed inputs for creative brief development



### Backroom Workshop

Between qual and quant we host a virtual backroom debrief and workshoping session with the goal of identifying and building the strongest ideas and tensions. Experience is immersive and collaborative. All stakeholders participate in single session to drive alignment and speed



### Output

With assessment in hand from the quantitative stage we debrief results and capture insights with the most potential. Creative brief-ready, in the hands of the agency strategist, these inputs are translated into the campaign creative brief.



# Virtual|Lab: Executing Creative|Labs Remotely

Get answers to your burning questions within ONE DAY with Ipsos' online quant + qual solution



## Challenge

Get **FAST** answers to business questions based on **FACTS** using an alternative approach to the in-person Creative|Lab

## Solution

Use a **Virtual|Lab** to replicate the quant and qual experience with the same **speed, collaboration** and **same-day results**

## How does it work?



### Quantitative

Around **50 participants** join us online at a set time. These people go through a live survey on the platform.

Data is captured and tabulated immediately – viewable by all “back room” attendees on the platform in real time.

Multiple sessions can be run per day.



### Qualitative

Video focus group discussions of typically **4-6 participants** follow each quant session, with participants chosen from each group based on how they respond.

Moderated live by our usual Lab qualitative consultants, these groups delve into the “why” behind the data.



### Virtual Backroom

**All key stakeholders** can watch the quant and qual online via the platform.

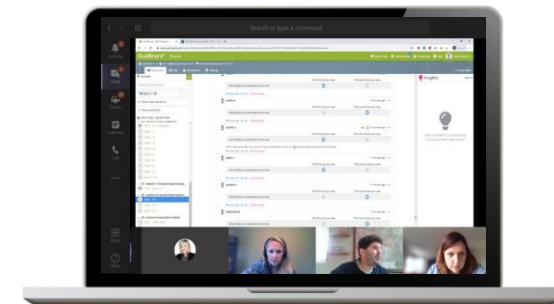
With video conferencing, we can maintain the same **collaborative spirit** as in-person fieldwork, allowing Ipsos to expertly guide the whole team through the day.



### Debrief

The **debrief** follows the last session.

Here we review quantitative data, qualitative insights and topline highlights to **reach decisions** and **identify opportunities** and next steps in a collaborative, engaging environment.



**Quant is fully customizable, self-paced, with data populating live**

**Integrated approach means more value and insight from the qualitative session**

**Stay in touch throughout the day with actionable learnings by the end**

# CREATIVE | SPARK

Be **bold**.  
Be **creative**.  
Spark your **business**.

CREATIVE | **SPARK** is a new creative evaluation service and an evolution of ASI:Connect.

Building on Ipsos' decades of expertise and experience, CREATIVE | **SPARK** captures realistic attention metrics in a distracted environment and observes the reality of how people make choices.

CREATIVE | **SPARK** fuels the creative process by helping advertisers and agencies quickly evaluate & optimize creative to power brand growth.

CREATIVE | **SPARK** draws from multiple science disciplines to measure a range of thoughts, feelings and emotions.

Get the insights you need to launch the most effective piece of advertising in as little as 24 hours

## THE BUSINESS CHALLENGE

In the attention deficit economy, creative needs to stand out from the crowd

More than ever, strong creative is paramount to delivering short and long term business value

Advertisers need instant access to learnings embedded in the latest scientific thinking

## THE SOLUTION



**Evaluate** the power of creative to capture and retain Branded Attention



**Assess** short and long term brand effects, underpinned by sales validations



**Measure** a unique combination of thoughts, feelings and immediate emotions, via facial coding



**Optimize** with action-based reporting

## WHY CREATIVE | SPARK BY IPSOS?



### SCIENCE

Design and 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 with key signals of creative potential.



### SPEED

Evaluates finished videos and animatics in as little as 24 hours.



### FLEXIBILITY

Offered in a range of options from self-serve to full service, to fit your timings, budget, and business needs.