

# INNOVATION|LABS

*Virtual Labs bring speed, holistic learning & collaboration for concept, pack and product development*

## THE BUSINESS CHALLENGE

How can we bring an early stage concept, pack or product innovation to life and deliver it with maximum impact?

What are the ideas, concepts, packs and products alternatives that resonate with consumers and how to nurture further?

How can we get stakeholders to align quickly?

How can we “test & tweak” in real-time to expedite our development process?

How can we conduct safe innovation development without physical contact?

## THE SOLUTION



### VIRTUAL QUANT

50 to 200 category users answer a questionnaire through their own devices at home. Questions can be added on the fly. Results are shared with the client “back room” in real-time.



### VIRTUAL QUAL

Each quant session yields a further group of 5-15 respondents selected to dig further into results and identify areas for optimisation in a moderated virtual focus group.

The session can bring experts e.g. developers, designers, chefs, etc., in the co-creation to develop on-the-spot sketches and prototypes for consumers to react to in REAL-TIME.



### VIRTUAL BACKROOM

Client and their key stakeholders observe the live results and interact with IPSOS consultants to make sure insights are maximized in all stages.

## THE ANSWERS

**ACCELERATE** Learning and action steps with iterative insights **ALL IN ONE DAY**

**OPTIMISE** Bring understanding of how people react to the prototypes and how to optimize further in a **LIVE EVENT**

**INSPIRE CONFIDENCE** To all stakeholders by facilitating decisions and **ALIGNMENT**

**STAY SAFE** during the whole research process through **CONTACTLESS INTERACTIONS**

## WHY INNOVATION|LABS BY IPSOS?



### CROSS-FUNCTIONAL COLLABORATION

Extensive experience in working with key stakeholders across Insights, R&D, Marketing, Creative agencies.



### INSTANT RESULTS FOR IMMEDIATE DECISION-MAKING

Real-time results allow to see first-hand how consumers are reacting, allowing to dive into points of interest, iterate and optimize.



### FAST AND AGILE

Labs are flexible and fit-for-purpose and easily adapted for all stimuli formats. All in a safe virtual environment.



### GLOBAL COVERAGE

Ipsos is available in more than 90 countries and can offer Innovation|Labs in 16 languages across the world.