

INNOVATION | LABS

• **Speed** • **Holistic Learning** • **Collaboration**

- An important R&D component for many of the world's most innovative companies
- Early-stage development testing; live quant and qual ("research as theater")
- Immersive, iterative experience with same-day results

HOW IT WORKS

Our proprietary Innovation Labs experience brings a quant-into-qual solution to your concept, product or pack innovation in real time. With this method we can be agile with our approach and method, adjusting questions and making iterations on the fly. Each lab is unique and begins with many participants interacting with your stimuli in real-time.

From there, we recruit for a deep dive focus group from the pool of quant participants. After the focus group, we have an instant debrief client workshop to align on how to proceed with your concept, product or pack. **Same day results!**

"75% of businesses are making innovation a top priority, but priorities aren't enough – a readiness to innovate quickly is key."

– **Boston Consulting Group**

"The Innovation Labs experience was incredible. The Ipsos team of experts went above and beyond to make sure we were getting valuable insights."

– **Innovation Executive Client**



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THE IPSOS ADVANTAGE

- Extensive experience working with insights, R&D, marketing and agency stakeholders
- Agile approach to meet your specific needs, easily adapted for all stimuli formats
- Robust national and international samples; available in 90+ countries



What Can We Dream Up Together?

Please contact us to set up a conversation

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