

CREATIVE EXCELLENCE CORE SOLUTIONS

We believe creative excellence is a journey, not a destination. Ipsos CRE can help by infusing best in class research into your creative development process, either early on (when ideas are forming) or further downstream just before launch

CREATIVE | LAB

Early-stage research to sharpen the creative idea

Flexible qual + quant offer, using consumer input to nurture along early insights, concepts and ad ideas, increasing your chances of producing successful creative

CREATIVE | SPARK

Validating & optimizing the executions

A robust way to assess, validate and optimize animatic/finished ads before or during launch in a realistic contextual viewing experience



CREATIVE | Lab

Save time and money by ensuring a strong foundation – be sure before production

Collaborative research that fuels creativity using a unique, insightful and fast approach to make decisions and alignment before further production. This method features a combination of quant and qualitative research brought together for a deep look into the 'what', the 'why', and the 'how'. This approach is designed to identify and improve the strongest insights and ideas, early in the development process to maximize investment. Together, we partner with key stakeholders in a live event that offers transparency and speed in an engaging, real-time environment with results and direction on the same day.



Overall Ad Performance

+48% improvement

WITHOUT
EARLY STAGE

WITH
EARLY STAGE

*Based on 500+ Ipsos cases

NURTURING

A deep yet efficient vetting of any format early insight, ad or campaign stimulus, to nurture improvement, not kill ideas

COLLABORATIVE

Collaborate throughout the day with all key stakeholders partnering together in a transparent process to interpret and shape the learnings into next steps

REAL-TIME RESULTS

Technology allows us to view results real-time, providing immense learning in one day within a collaborative and fast-moving environment

ACTIONABLE DEBRIEF

A collaborative debrief session to review quantitative data & qualitative insights together. Leave the lab day with results and full agreement on actionable next steps to accelerate creative

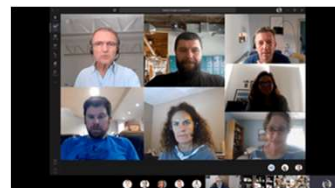
How does it work?

Start with quant...



N=50 per session
45-60 min

Move into focus groups...



N=6 per session
60-90 min

Debrief on next steps



VIRTUAL MEETING ROOM

At all times during the Lab day, the client, agency access and observe the quant, the qual and the debrief from a single lounge meeting room, with the guidance from Ipsos experts

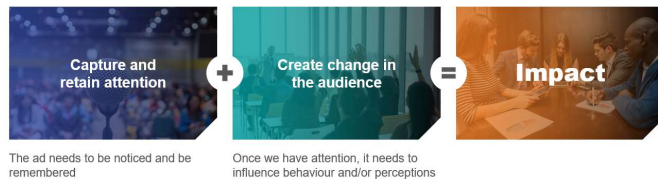


CREATIVE | Spark

Confidence that you are launching your very best creative

Creative Spark is a robust and validated methodology that measures the core principles of what makes great creative: A pure measure of memorability through a proprietary cluttered exposure and predictive behavior and perceptions measures to align with your objectives. Adaptable to a wide array of media and digital platforms, finished and animatic formats, including norms, advisory and full-service reporting.

Effective communications need to:



The Ipsos database offers key insights on how advertising works...



IN-CLUTTER AD EXPOSURE

Creative is exposed in a clutter representing the realistic viewing experience the creative needs to deliver in for evidence-based and accurate memorability reads

PREDICT AND IMPROVE AD IMPACT

Running a higher quality creative can get you 20%+ impact for the same \$\$ investment as running an average or below the average ad.

Make your media \$ go further

ACTIONABLE INSIGHTS

Diagnose performance to identify strengths and opportunity areas.

Testing and experimentation is key to learning the best strategies and tactics to connect with audiences and deliver more impactful communications

How does it work?

Online ad testing platform, fast and engaging 12-minute survey, mobile first, monadic (n=150 starting base per ad)