

Ipsos Purpose Index

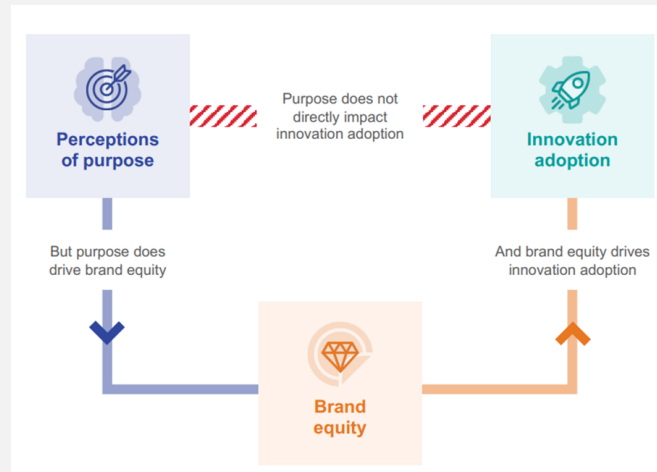
People and brands are increasingly considering the larger impact a product has beyond its typical product benefits.

Ipsos' Purpose Index adds a new dimension to concept testing to demonstrate if consumers perceive an innovation to have a greater purpose, and if that perception aligns with the brand's intended positioning.

Ipsos research finds that less than half of innovations are perceived to have a higher-order purpose. Among those that do, a focus on health is the most common positioning.

While a purpose-focused narrative does not appear to drive adoption of an individual innovation, it does get people to consider the product. More importantly, it drives positive perceptions of the brand, and therefore is likely to eventually convince people to try that product or another one from the same brand.

How purpose indirectly drives innovation adoption



Perception of innovation purpose

“Thinking about the product or service you read about, please answer how much you agree or disagree with the following statement:

Buying this product would make me feel that I am contributing to a sustainable environment and/or society.”

Perception of current solution purpose

“Thinking about the product or service you’re currently using to meet this need, please answer how much you agree or disagree with the following statement:

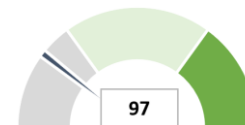
Buying this product makes me feel that I am contributing to a sustainable environment and/or society.”

Categorization of purpose

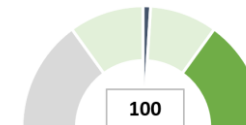
“Thinking again about the product or service you read about, which of the following best describes it?”

1. Helps make the world more equitable and fair.
2. Helps improve people's health and wellbeing.
3. Helps protect the environment.
4. None of the above.

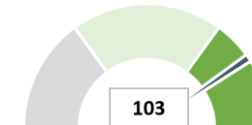
Purpose index: Single figure that demonstrates perception of purpose in relation to current solution.



Under-indexes
versus current
solution



At parity with
current solution



Over-indexes
versus current
solution

