

AGILE DELIVERY

IPSOS, WIRED FOR AGILITY

OFFER

We have updated our core products to provide enhanced agility and efficiency.

Timelines for all products will vary from a few hours to a maximum of 14 days.

Human Intelligence (HI) + Artificial Intelligence (AI) working together

A NEW TECH AND RESEARCH TEAM WORKING AROUND THE CLOCK, DESIGNED TO SUPPORT YOU

Our GEEK team uses AI technology platforms like Synthesio (social listening), mobile/online digital panels, and others to gather and analyse data in an efficient and time-bound manner



Contact your Ipsos Partner

“Ipsos partnered with the B&W team for a very critical and urgent brief. We briefed them telephonically and the research was live in 2 hours. Results of 200 consumers was in my inbox the same evening!”

Super quick, efficient and useful for any quick research questions you may have where speed and agility is key.”

**Regards,
Ketki Sitapati**



BEAUTY &
WELLBEING



EXPRESS PT

"Quantitative + Qualitative Connects in product testing within two weeks."

Where to Apply?

- ❖ Early-stage product screening/Benchmarking
- ❖ Final stage testing for type BC brands (LSM 7+ only)
- ❖ Sequential recycling

Key considerations:

- 15-minute questionnaire.
- Super LSM
- In-home testing

The solution

Ipsos Product Testing (PT) - **HIGH SPEED** Product testing for quick early-stage Product screening and medium/low risk brands, launch testing

How it works

A SIMPLE FOUR-STEP PROCESS

1 RECRUIT MOBILE PANEL RESPONDENTS

Respondents are recruited basis the target group criteria through an online quant survey

2 DELIVER PRODUCT

Test products (blind/ non-blind format as per study requirement) are delivered to the respondents' doorstep

3 RESENDENTS USE PRODUCT

Instructions are given to the respondent on how to use product, including no. of days and frequency

4 RESENDENTS GIVE FEEDBACK - MOBILE

Feedback is taken immediately (First instance) & post placement period (prolonged usage experience through online quant/ qual (video)

*Standard assumptions, incidence > 40%, Sample Size < 500. Placement period 3-4 days, monadic design, 15 mins mobile questionnaire, LSM 7+ only, deliverable - topline

Why Express PT is right for you?

SPEED



2 weeks turnaround on average with 3-4 days usage
Uses Mobile Panel – save recruitment time
Data available in a day after fieldwork completion
No yearly engagement
No subscription fees!

SUBSTANCE



Qual-Quant approach (video call possible with low/ high raters)
All key markets in India covered
Access to gated communities
Synthetic consumers also an option

SECURITY, QUALITY



Ipsos high quality respondents
Assistance from local expert researchers
IT security and GDPR compliance
Client & RSH team can be a part of the experience



EXPRESS INSIGHTS

Social Intelligence Reports in 6 working hours

Quick insights rooted in consumer conversations, to help navigate the category.

You are looking to:

Understand Consumers

- Moments and routines
- Motivation and needs
- What consumers think of your brand vs. the competition

Understand Consumer pain points

- Consumer pain points and need gaps
- Consumer innovation and solution gaps

Identify Trends

- Flavour and ingredients
- Format and products

The solution

Ipsos Synthesio aims to make organic social data analytics accessible to all. You get fast, templated access to social insights across **a large range of product categories** (177 categories). Our team will apply 7 "standard business objectives" to extract specific insights on categories of your interest **in 6 working hours**.

How it works

1 SELECT USE CASE X CATEGORY

Select the category and a relevant use case for your research from a list of 7 use cases.

2 FEASIBILITY CHECK AND ANALYSIS

We run a quick feasibility check for data volume. If feasible, Ipsos team will leverage their sector expertise and in-tool solution to conduct analysis.

3 REPORT DELIVERY

We deliver a templated 5-page PowerPoint report in 6 working hours.

Category Coverage

Within food & beverages, snacks, personal care, health & wellness, fashion, beauty & makeup, electronics, automobiles, home & kitchen, baby care, travel, finance and more. We will consider data for the last 12 months from various data sources like X (Twitter), Instagram, YouTube, blogs/forums.

Why Express PT is right for you?

SPEED & COST EFFICIENCY



Transform thousands of social data signals into ready-to-use insights **in 6 hours** with affordable commercial model

VAST CATEGORY COVERAGE



Can cover any category or sub-category as long as there is data volume. 177 sub-categories in the scope.

ENRICHED EXPLORATION



Enriched exploration of categories, topics or trends with real and organic social consumer conversations.





DIGITAL BRAND HEALTH TRACK

Real-time consumer insights on brand awareness, sentiment, and behavior across diverse demographics

Digital BHT Offering in a Nutshell

Through Ipsos Crownit’s digital brand health tracking, we offer an agile, cost-effective, and adaptive approach to understanding your brand’s current standing in a competitive landscape, providing impactful insights on strategies to drive your brand’s growth.

The solution

Our brand tracking focuses on sharp, targeted information areas to provide actionable insights

The **Basic module** which includes all the key brand health tracking metrics

- **LOI: 12-15 mins.**

KPIs covered

- ☒ Brand Salience & Awareness
- ☒ Brand Trial & Retention
- ☒ Consideration & Preference
- ☒ Source of Awareness
- ☒ Brand Imagery & Perception
- ☒ Campaign Evaluation (CR, BCR)
- ☐ Triggers & Barriers
- ☐ Category Behaviour
- ☐ Detailed Profiling

Swift Pulse

The **advance module** additionally includes deep dive sections

- **LOI: 18-20 mins.**

KPIs covered

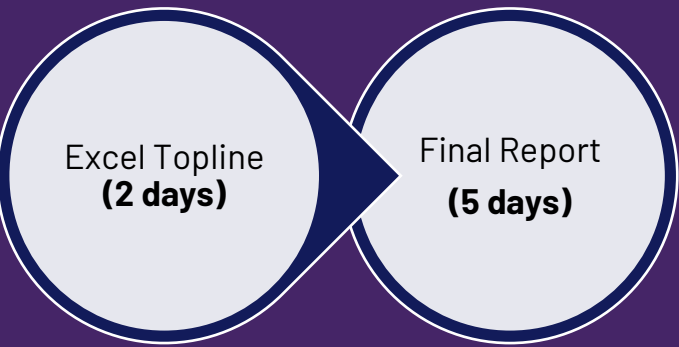
- ☒ Brand Salience & Awareness
- ☒ Brand Trial & Retention
- ☒ Consideration & Preference
- ☒ Source of Awareness
- ☒ Brand Imagery & Perception
- ☒ Campaign Evaluation (detailed)
- ☒ Triggers & Barriers
- ☒ Category Behaviour
- ☒ Detailed Profiling

Swift Pulse +

Why is BHT right for you?

Deliverables

- **Excel topline report**
- **Power point presentation with insights**
- **Dashboard**



CREATIVE|SPARK AI

The new age of artificial intelligence powered ad assessment results in as little as 15 mins

The business challenge

Advertising and media are undergoing a transformational revolution. One where assets can be created, versioned and placed in near real-time.

- Advertisers want to place higher volumes of assets and variations across media platforms at a faster speed, while maintaining brand consistency and effectiveness.
- How can brands rapidly and cost-effectively assess and optimise high volumes of assets to unleash their full potential and hit KPIs?
- What are the optimal creative expressions that best engage and resonate with every-day consumers?

The solution

A dynamic and powerful combination of human intelligence (HI), with the speed and affordability of artificial intelligence (AI), allows brands to accurately predict human reactions to their advertising, in as little as **15 minutes**.

Upload your ads directly onto Ipsos.Digital or connect with our expert Creative Excellence teams worldwide for a full-service experience who can manage the entire process.



Trusted sales validations

Built on the highest quality and robust validated metrics from Creative|Spark, ensures predictions are based on the strongest pre-testing data.



Boost creative potential

Ad evaluation and optimisation via Creative Best Practice features within minutes.



Creative AI Audit

Benchmark performance against competitors and identify areas for optimisation at scale.



HI & AI

A unique combination of AI powered ad assessment and HI to spark creative effectiveness.

Engineered with secure Analytical and Generative AI to power creative excellence

Ads are processed through a unique blend of two AI applications to understand the nuances of human emotion and creative effectiveness like no other.

Analytical AI processes and classifies the core visual and audio features of the ad. **Generative AI (GenAI)** classifies the intended human experience and emotional responses to the advertising through a **GenAI human lens**, to determine the potential.

Why Creative|Spark AI is right for you?



ACTIONABLE INSIGHTS WITHIN MINS

Built on Creative|Spark's trusted **sales validations**, curated in **real-world outcomes**, allows for actionable insights and **key performance drivers**.



DESIGNED FOR TODAY'S FAST-PACED MEDIA

Available to evaluate and optimise creative across **linear video**, **Instagram**, and **facebook**.



IPSOS EXPERTISE

Expertise of Ipsos Creative Excellence teams globally to curate data with **action-based reporting**.



IPSOS CONSUMER VOICE (ICV)

Anytime, Anywhere Access To Real Consumers in as quickly as 6 hours

The business challenge

New questions pop up every day. You need to make decisions based on consumer feedback rather than guesstimates, without jeopardizing quality and speed.

You are looking to:

- Explore and understand consumers' usage and behaviour
- Gather reactions or evaluate impact of a marketing activity or product usage
- Assess brand awareness and shopping behaviour
- Gather insights for supporting the available information
- And generally, access fast answers to any business question

The solution

Ipsos Consumer Voice is a DIY/Assisted DIY, one-stop platform powered by a GenAI engine. It provides access to 3m+ validated consumers across 40+ cities in India, connecting you with consumers quickly and efficiently.

INTUITIVE SOLUTION WITH A SIMPLE FOUR-STEP PROCESS

1 INPUT REQUIREMENTS

Log in to the platform to book your requests using a simple form. Specify your field city, target audience, survey duration, schedule, and any other specific requirements.

2 GET MATCHED, APPT. FIXED

The system will generate a recruitment questionnaire and will recruit eligible consumers for the activity. Post recruitment, the back-end team will call and explain the process to the consumers, including the do's and don'ts.

3 JOIN AND MEET YOUR CONSUMER

The auto scheduler will schedule the interview, and an email will be sent from the system. Participate/facilitate the discussion as per the schedule.

The completed interaction video/audio will be automatically uploaded to the platform, and the GEN-AI engine will generate the output.

PANEL STRENGTH

- 3 million + validated consumers
- Gender: Male/Female
- Age: 18-45 years
- NCCS : A/ B
- Coverage : 40+ cities

CONSUMER INTERACTIONS:

- Video Immersions
- Shop-Alongs
- Product Testing
- Consumer Behaviour

**Note : Consumer Voice is not a substitute for qualitative research; it is a tool to gauge consumer pulse with agility and cost-effectiveness*

Why is ICV right for you?

SPEED & COST EFFICIENCY



- DIY/Assisted DIY set-up
- 48hrs turnaround
- Access to 3mn+ validated consumers
- Direct/Virtual access to consumers.

SIMPLICITY & AGILITY



- 4 steps process
- Self explanatory access platform
- Schedule interviews at your convenience

PLATFORM BENEFITS



- 5x faster than traditional research
- Actual validated consumers
- Large coverage – 40+ cities

