



PRESS RELEASE

Ipsos launches “Collective Innovation,” an AI-Driven program enhancing innovation success rates

Paris, June 25, 2025 – [Ipsos](#), one of the world's leading market research companies, announces the launch of [Collective Innovation](#), an AI-enabled program empowering business, marketing and insight leaders to discover the most promising innovation growth opportunities that align with consumer needs and that businesses can deliver.

Ipsos research reveals a critical gap: although 77% of consumers are open to trying new things¹, 75% of innovations lack the relevance needed to convince them to switch from what they are currently using². As part of Ipsos' journey to transform every stage of the product, service and experience lifecycle by blending human intelligence and artificial intelligence, Collective Innovation is augmenting Ipsos' innovation testing services, which are powered by a proven capacity to model and forecast sales, with the collective intelligence of trends and innovation strategists, big data specialists, and the world's largest qualitative practice.

“We are thrilled to expand our global innovation practice by incorporating diverse data sources, validated research methods, and dedicated advisory services,” said Virginia Weil, Ipsos Global Service Line Leader, Innovation, and Billie Ing, Ipsos Global Head of Practices, Strategy3, *“With these combined strengths, Collective Innovation helps brands ignite growth with the best of Ipsos human and artificial intelligence.”*

Enhancing Ipsos' suite of innovation solutions, which generate, screen and validate consumers' unmet needs and the potential of ideas, concepts, products and packaging, Collective Innovation incorporates a wealth of enriched insights and advisory expertise. It is available in 80+ markets.

Programs include AI-boosted multi-data synthesis and workshops, a deep understanding of lead-users through ethnography and social data, and an underpinning of future expectations with the world's largest global trends program.

1. (2024) [Ipsos Global Trends](#). 50,237 adults surveyed in the markets shown between 15 February and 23 April 2024.
2. (2024) Ipsos concept testing database with 200,000 innovations. Seventy-five percent of concepts are not relevant enough to cause behaviour change compared to consumers' most often purchased products.

Contacts : Virginia Weil
Global Innovation Leader, Ipsos
Virginia.Weil@ipsos.com

Billie Ing
Global Head of Strategy3 Practices, Ipsos
Billie.Ing@ipsos.com



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ABOUT IPSOS

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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www.ipsos.com

35 rue du Val de Marne
75 628 Paris, Cedex 13 France
Tel. +33 1 41 98 90 00

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