



Research, Opinion and Insights from Ipsos

Brands without Borders, Getting the Price Right, Thoughts on Security,
and More

New York, September 1, 2004 – How do you nail down the right price for your product or service? How do you successfully take your brand into new territory? And do Americans feel safer now than before the war in Iraq?

All of these topics – and more – are explored in the latest issue of Ipsos Ideas, a newsletter of research, opinion and discussion published six times a year and available at <http://www.ipsos-ideas.com/>.

Beyond the Obvious:

One of the most difficult challenges a brand can face is continued growth. Of course, the easiest growth path is through the introduction of close in-line extensions, such as new flavors, scents, or varieties in the same category as the original parent brand. Once these obvious opportunities are exhausted, marketers must search further to identify new opportunities.

"Large consumer goods companies often own several brand names, each with its own strengths and equities. If a company wants to enter an unfamiliar market, which of its brand names should be used for the new entrant? Our experience shows that choosing the right brand can have a tremendous impact on the success of the stretch initiative," note authors Sandy Eubank and Jacques Blanchard of member company Ipsos-Novaction in their essay "Brands Without Borders: Understanding Brand Extension".

The Price Must Be Right:

Also in this issue, author Mike Belmont of Ipsos-Insight, the company's flagship U.S. marketing research division, examines the science behind pricing in "The Right Price: Questions and Answers".

How do marketers find out what potential customers are willing to pay for a new product or service? What price and combination of features will maximize revenue? How many of items are they likely to sell?

Do Americans Feel Safer Now?

And in "Americans Debate the Consequences of the War in Iraq" author Ana Iparraguirre of Ipsos Public Affairs notes that four in 10 Americans (44%) believe Iraqis are safer now than before the war, although more than half of Americans say Iraqis are either less safe (27%) or that there has been no change in their situation (27%). Opinion is divided on whether Americans are more or less safe now than before the war: 30% say we are safer, 31% say we are less safe, and 38% say there has been no change.

Two-thirds (65%) of Americans think there should be fewer troops in Iraq six months from now, but only 25% believe this will be the case. Seven in ten say there will be as many (33%) or more (38%) U.S. troops in Iraq at the end of this year.



Each quarter, Ipsos Public Affairs designs a study of American opinion on different topics for the [PBS program Flashpoints USA](#). The latest study was fielded in the days leading up to the handover of power to the interim Iraqi government. The poll was designed to provide context and generate debate on the popular program, hosted by Bryant Gumbel and Gwen Ifill. (Poll results can be viewed at http://www.pbs.org/flashpointsusa/20040629/tvpoll_results.html)

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