



## **New Online Tool Speeds Concept Development Process**

Ipsos ConStruct™ helps marketers select best ideas for testing and reduces time and money spent on potential losers

**March 10, 2005, New York, NY** – The launch of an online concept-building tool will give marketers a new way to filter through dozens of product options to find the features that will make the concept a winner, according to leading survey-based market research firm Ipsos-Insight.

By engaging target audiences right from the start, Ipsos ConStruct™ takes the guesswork out of the hands of people sometimes too close to the process or who have a pet idea they want to push through in the early and critical stage of the development process. Instead, Ipsos ConStruct employs a quantitative approach that bridges the gap between the qualitative stage and the concept testing stage to ensure that the tested concepts are the right concepts. "The new tool accelerates the concept development process, reduces research & development costs, and equips marketers with concepts ready for testing," said Mike Bellmont, a member of the Ipsos-Insight team that developed the tool and software.

"By tapping into your target market to identify the features they are most likely to buy or use, your target market builds their ideal concept for you. Ipsos ConStruct reduces the risk of testing the wrong concepts," Bellmont said. "With Ipsos-Insight's proprietary ConStruct software, you get a 'feature set' that is valued by the target market and complete concept description that you can feel confident testing in the marketplace."

"In addition to its quick, online turnaround time, ConStruct focuses marketers on the right concept or concepts to test early, so fewer concepts need testing. In the end, you get a product with the right features and benefits that can be moved on to the next stage of development or roll-out."

ConStruct also provides direction for determining marketing, pricing, positioning, naming and advertising strategies.

To learn more about Ipsos ConStruct, visit <http://www.ipsos-insight.com/email/construct/>.

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### **About Ipsos-Insight**

Ipsos-Insight, the flagship marketing research division of Ipsos in the U.S., has industry specialists serving companies in the following categories: agrifood; cable, media and entertainment; consumer packaged goods; energy and utilities; financial services; health and pharmaceutical; lottery and gaming; retail; and technology and communications.

Ipsos-Insight provides custom and tracking research services to domestic clients, as well as U.S.-based multinationals. It offers concept and product testing, package testing, attitude and usage studies, omnibuses, tracking systems, brand equity, price optimization and segmentation, marketing models, advanced analytics, and global research. Ipsos-Insight is an Ipsos company, a leading global survey-based market research group. To learn more, please visit [www.ipsos-insight.com](http://www.ipsos-insight.com).