



## **Ipsos Launches New Concept Screening System That Also Measures Market Potential**

*Innoscreen's Validated Modeling Framework Is Global In Scope*

**New York, NY, May 30, 2007** — Ipsos, a leading survey-based market research firm, has introduced *InnoScreen®*, a global concept screening system that provides a superior estimate of in-market potential. *InnoScreen* tests concepts in any category in any country and provides a validated market potential estimate along with guidance on how to improve concepts.

With *InnoScreen*, clients can take advantage of a fast, cost-efficient concept screening system that leverages Ipsos' validated forecasting tools to identify concepts with the greatest market potential. *InnoScreen* is distinctly based on a robust modeling framework rooted in the knowledge, history, and sector expertise of Ipsos Novaction and Ipsos Vantis. And, unlike other concept screening methods, *InnoScreen* is careful not to easily dismiss niche and breakthrough products that may not yet appeal to a mass market, which is extremely important as companies strive to open new markets and develop truly innovative products.

"We understand how challenged companies are to bring truly innovative products to market and how high the stakes are if a product fails," says Lauren Demar, Global President, Ipsos Marketing Research, Consumer Goods Sector. "*InnoScreen* is a breakthrough in the struggle to balance innovation and risk management in new product development."

*InnoScreen* can be applied to any sector and utilizes a modeling framework specific to that sector. For consumer packaged goods, *InnoScreen* runs on the Ipsos Novaction modeling engine, which boasts a global database of over 10,000 new products tested. For the services, durables and technology sectors, *InnoScreen* leverages the expertise of Ipsos Vantis, which has an unmatched normative database of more than 8,000 services, durables and technology concepts around the world.

"Whether testing CPG, services, durables or technology concepts, *InnoScreen* provides a fast and reliable method for identifying which concepts warrant further development – both at the local and global level," says Tom Neri, President, Ipsos Insight, Services Division. "*InnoScreen* results can be used to compare concepts from country to country, thereby providing critical benchmarks for our multinational clients."

*InnoScreen* is part of Ipsos Marketing Research's streamlined process for testing new products and services from early idea screening through launch decisions.

### **For more information about *InnoScreen* for Consumer Packaged Goods, please contact:**

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### **Ipsos Insight**

Ipsos Insight is a marketing research consultancy that provides solutions to Fortune 500 companies in the areas of market assessment, brand management, innovation, and new product development. Our industry experts combine the discipline of marketing with the science of marketing research to offer expert consultation and strategic advice that builds powerful brands.

Our client service teams specialize in consumer products, technology, communications, health, pharmaceuticals, financial services, entertainment, retail, foodservice, agrifood, energy, utilities, and lottery and gaming.

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### **About Ipsos**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2006, Ipsos generated global revenues of €857.3 million (\$1,076.3 million U.S.).

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