



Identify Insights and Ideas at the Fuzzy Front End

The fuzzy front end is more than a creative process – it is a strategic process with the ultimate goal of uncovering the insights and ideas that will lead to successful products in the marketplace.

We help our clients to achieve concrete results during the fuzzy front end by identifying the right insights and the right ideas and developing the most well-articulated concepts

To make sure this happens, we developed a Fuzzy Front End Framework that offers a seamless suite of solutions based on the business decisions that need to be made. Our toolkit includes strategic, foundational research solutions, a combination of qualitative and quantitative approaches, workshops and leading-edge online tools.

Ipsos Fuzzy Front End Framework:





Ipsos InnoQuest

The Innovation and Forecasting Specialists

Ipsos InnoQuest offers a comprehensive set of quantitative Fuzzy Front End approaches to help you to identify the best insights, generate powerful ideas and decide which ideas offer the best potential.

Ipsos InnoQuest

innoscreen®*insights

Identify the Most Promising Insights to Use in Ideation and Concept Development

InnoScreen Insights helps you make the most of your insights by:

- Identifying which of your insights are most impactful – using validated measures
- Providing direction for developing insights that truly tap into consumer needs and aspirations
- Helping bridge the gap between insight identification and concept development

Ipsos InnoQuest

innocreation

Co-create New Product Ideas Online with Your Consumers

InnoCreation enhances your new product ideation by:

- Bringing in the voice of the consumer (easily and cost-efficiently)
- Improving the quality of ideas entering the front end of the innovation funnel
- Giving you the option to leverage co-creation either before or after idea screening

Ipsos InnoQuest

innoscreen®*ideas

Feed Your Funnel with Fresh, Compelling Ideas

InnoScreen*Ideas helps you move forward with ideas that are most likely to succeed as fully articulated concepts by:

- Quantitatively screening your ideas using proven success measures
- Allowing you to test dozens of ideas cost-efficiently in a single test
- Helping you allocate resources to opportunities with the best potential.

In addition to quantitative tools offered by Ipsos InnoQuest, we offer an array of qualitative tools and workshops through Ipsos UU. These include:

- **Real Life**, to help you understand your brand and category (including the latest trends) through qualitative techniques
- **Build Life**, to help you to write, develop and optimize your concepts through qualitative techniques
- Workshops to help you move from one stage to another across insights, ideation and concept writing

For foundational tools, we offer **Perceptor®**, **BVC**, and **Censydiam CCL***, as provided by Ipsos Marketing.

About Ipsos InnoQuest

Ipsos InnoQuest is the Ipsos brand dedicated to meeting the innovation and forecasting needs of our clients.

Ipsos InnoQuest helps clients to maximize the ROI of their innovation processes through a unique, global end-to-end offer and deep expertise across a wide array of sectors. Central to our offer is our ability to provide financial metrics – even at very early stages – and clear direction for maximization of initiative potential.

We offer simple, intuitive tools built on a consistent philosophy of what drives innovation success, a comprehensive suite of tools for product research and development offering solutions throughout the product's lifecycle, and powerful simulation capabilities to help clients reach their financial targets. From the fuzzy front end to mix optimization, launch and beyond, we help our clients to maximize their innovation I.Q.

Ipsos InnoQuest is a specialized practice of Ipsos, a global market research company which delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 84 countries, Ipsos has the resources to conduct research wherever in the world our clients do business. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

In 2011, Ipsos generated global revenues of €1.363 billion (US\$1.897 billion), Marketing research contributing to 49.6% of Ipsos revenues.

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