



Maximize Revenue Potential

Assessing the market potential of your new innovation prior to launch is essential – but it's not enough.

To ensure that your new innovation has the greatest chance of success, you need to understand what drives its performance, the impact of competition, and how to maximize its sales.

We help our clients maximize their revenue potential by:

- Uncovering the reasons **why the innovation is – or is not – resonating with consumers**
- Evaluating market potential in the context of the **competitive landscape**
- Offering **powerful simulation capabilities** that enable scenario-planning to help meet your financial targets

Our validated Designer® model uses measures proven to predict success – whether you are evaluating a new-to-the-world product, a line extension or something in between. Unlike traditional approaches, Designer evaluates your initiative against its competition. In that way, consumers define your benchmark, not a database.

To help our clients steer their products toward success, we offer market potential assessment throughout the innovation process – starting as early as the idea stage, continuing through concept / product and mix development, and immediately before launch.

The ultimate goal of any innovation and forecasting research is to help products reach their greatest potential. That's why we go beyond the forecast, and demonstrate how to drive your sales higher. Using our simulation tools, you can see the impact of the market drivers, and how to maximize them.



Ipsos InnoQuest
The Innovation and Forecasting Specialists

Ipsos InnoQuest offers Designor® and Designor® NextGen as solutions to help you maximize your innovation’s revenue potential.

Ipsos InnoQuest

designor®

Delivers Sales Forecasts, Robust Diagnostics and Powerful Simulation Capabilities

Designor has distinct advantages over traditional models, including:

- Flexibility: Forecasting for core, adjacent, and category creating innovations; multidimensional marketing activity; any country and any category
- Realism: Understanding of current behavior at the individual level; evaluation within a competitive context; benchmarks that reflect the real world
- Simulations: Marketing plan (push) simulations and perceptions and performance (pull) simulations

Example of Designor Forecast

		Plan A	Plan B
Universe	Population (000)	125 000	125 000
Trial	Maximum Trial Potential	14%	14%
Repeat	Maximum Repeat Potential	6%	6%
Marketing Support	Media Spending	9 300	14 100
	Distribution	65%	65%
	Promotion Spending	2 400	2 400
Action Standard	Year 1 Units (000)	7 000	7 000
designor ®forecast	Units (000) Revenue (000)	6 100 29 000	7 200 34 000

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designor*nextgen
modular forecasting

Assesses the Market Potential of Your Innovation at Critical Intervals in the Innovation Process

Designor NextGen can be leveraged throughout the innovation process, from early stage to late stage, to help guide your new product to success.

- Not just forecasts, but also simulations that offer clear direction for future improvements
- A much less expensive approach than traditional STMs, while leveraging the validated Designor model
- A level of accuracy and depth appropriate for your stage of the innovation process

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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