



# Ipsos MarketQuest

The Markets and Brand Specialists

Ipsos Marketing

## censydiam



## Growing Brands by Connecting With Deeper Human Motivations

Censydiam is a modular suite of solutions which helps you develop growth strategies for your brands. It shows how brands can connect with deeper human motivations to gain true competitive advantage.

In a world where markets are becoming increasingly fragmented and blurred, **Censydiam Market Structure** uncovers category and cross category opportunities for growth, by helping you to better understand the marketplace from a consumer perspective.

Within a specific domain of products, **Censydiam Perceptor** enables your brand to increase its share or to create new demand by optimising its resonance and relevance in the market. It defines innovation platforms and identifies very precisely which motivations – functional and emotional – your brand should tap into.

Once your strategy has been defined, **Censydiam Monitor** helps your brand to meet its objectives by tracking its perceptions and equity over time against positioning goals.

In all cases, **Censydiam Activation** sessions ensure that our brand growth recommendations are activated in your organisation and embedded in your business.



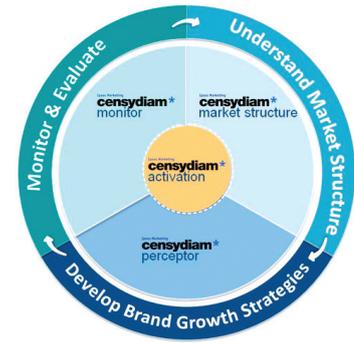


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### Censydiam: a modular suite of solutions

Our Censydiam suite provides you with end-to-end answers to get a consumer centric understanding of the market structure, develop brand growth strategies and monitor whether your marketing actions create the desired effects on brand equity.



#### Ipsos Marketing **censydiam\*** market structure

Identifies category and cross category opportunities for growth

- Shows your market structure from a consumer perspective, enabling you to visualise 'what competes with what'.
- By overlaying behavioural data or other business information onto the perceptual market structure map, it helps to understand the key dynamics operating in your market.
- Evaluates potential brand stretch strategies by assessing size of the prize and feasibility of the opportunities. It tells you if your brand could stretch to other categories, or if it could extend and create new categories.
- Identifies the competitive frame of reference for new concepts, to ascertain in which (sub)categories these new concepts will fall into, or in which new domains they will compete.

#### Ipsos Marketing **censydiam\*** perceptor

Within a defined domain of products, Censydiam Perceptor optimises brand relevance and defines innovation platforms

Censydiam Perceptor offers two brand growth modules, which can be used separately or in combination, according to your business questions:

- **Brand Positioner** indicates the most cost effective route for optimising your brand equity and increasing your market share. It identifies the key drivers of choice and measures how consumers perceive brands on different facets of motivations (functional and emotional).
- **Motivation Landscape** helps you to better understand what consumers 'really want' by measuring their core motivations for engaging in a category. It provides you with a motivational needs segmentation to gain insights into 'who' to target and 'how' to activate. When combined with Brand Positioner, it reveals the gaps between what people 'want' and how brands 'deliver' against this. As such it enables to go beyond current choice drivers and to assess true innovation opportunities and platforms for growth.

#### Ipsos Marketing **censydiam\*** monitor

Tracks perceptions and equity of brands over time

Once your strategy has been defined, **Censydiam Monitor** tracks how brand perceptions and equity evolve over time and helps you to optimise your marketing investments.

It can be conducted at any stage to monitor brand growth. It is the best and most consistent solution to check that your brand is moving in the right direction and achieving its defined positioning goals.

We adopt economy-of-measure principles and focus on getting information only on 'what matters', so that **Censydiam Monitor** is light and easy to implement. **Censydiam Monitor** can either be plugged into a broader brand tracking or kept as a light stand-alone brand growth monitoring system.

#### Ipsos Marketing **censydiam\*** activation

Turns insights into action and business outcomes

Censydiam Activation aims at maximising the insights and actionability of our research findings. It includes interactive workshops conducted in collaboration with our client teams.

- **Bringing Segments to Life:** developing clear segment portraits and illustrations to help you embrace the segmentation and use it for key marketing decisions.
- **Brand Positioning:** activating the optimum brand positioning opportunities and developing key elements of your brand's proposition.
- **Innovation Insights:** translating the innovation platforms into consumer insights and developing testable ideas/early concepts to really kick-start your innovation process.



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### About Ipsos MarketQuest

Ipsos MarketQuest is the Ipsos Marketing practice aiming at understanding consumers, shoppers and markets to drive business growth.

Our experts help their clients identify business opportunities, define the best positioning for their brands, allocate their Marketing investments and develop winning strategies at the point of sale.

Ipsos is the only global agency with a dedicated practice in this area, under-pinned by a powerful and validated philosophy centered on people and human motivations. Our solutions are based on simplified metrics and always linked to business outcomes, through an extensive usage of activation sessions and simulations.

Ipsos Marketing is a specialization of Ipsos, a global market research company which delivers insightful expertise across six 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 2012, Ipsos generated global revenues of €1.789 billion, Marketing research contributing to more than 50% of Ipsos revenues.

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