



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 does – or does not – appeal to consumers**
- Evaluating market potential in the context of the **competitive landscape**
- Providing **simulation capabilities** that enable scenario-planning to help meet financial targets

We use our validated Designor® model to accurately predict Year 1 and Year 2 sales – and offer powerful simulations that demonstrate how to drive your sales higher. Designor® is rooted in our Innovation Performance Framework, which identifies the nine drivers critical to success and takes into account the competitive context.

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



Ipsos InnoQuest
The Innovation and Forecasting Specialists

Ipsos InnoQuest offers InnoQuest*Designer for full forecasts immediately before launch, as well as Light Forecasts earlier in the process.

Ipsos Marketing

innoquest*designor

Delivers Sales Forecasts, Robust Diagnostics and Powerful Simulation Capabilities

InnoQuest*Designer 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 InnoQuest*Designer 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
Forecast	Units (000)	6 100	7 200
	Revenue (000)	29 000	34 000

For forecasting earlier in the process, Ipsos InnoQuest offers these solutions:

- InnoQuest*Max: Fully accurate forecasts at the concept/product phase, along with Market Potential Simulator
- Light Forecasts: Forecasts from early to late stage, with accuracy and depth appropriate to stage in 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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