



Optimize Your Mix

In today's hyper-competitive markets, our clients need to ensure that every piece of their marketing mix is working as hard as it can.

Starting with the product itself, success is dependent on achieving true superiority for new products and finding ways to extend the lives of existing products. For today's marketer, life is complicated by:

- The challenge to develop meaningful product differentiation
- Increasing manufacturing costs
- Improvement in the quality of competitive brands
- Emerging market influences

We help clients throughout the product lifecycle, from identifying new ideas and determining their feasibility to launching and improving products that will resonate with consumers and meet the company's financial expectations.

We also help guide our clients in optimizing their packaging, pricing and product lineup – because without successful execution of these elements, even a superior product can fail.



Ipsos InnoQuest

The Innovation and Forecasting Specialists

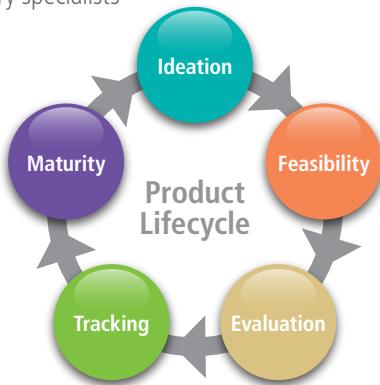
Ipsos InnoQuest offers a suite of solutions to help you develop and optimize your product, pricing, lineup and packaging.

Ipsos Marketing

innoquest*product

InnoQuest*Product helps you develop new products, improve existing products and maximize a product's life and profitability.

- Covers the entire product lifecycle, using flexible tools at each stage
- Utilizes iterative co-design processes to optimize products
- Applies leading-edge analytics
- Offers access to the world's largest product testing database as well as an expert team of statisticians and sensory specialists



Ipsos Marketing

innoquest*price

InnoQuest*Price assists clients in developing optimal pricing strategies and tactics to maximize their revenue in the real world. As a reliable, business-oriented solution, InnoQuest*Price applies advanced analytical techniques to your specific pricing issue while taking into account the complete market context.

Ipsos Marketing

innoquest*line

InnoQuest*Line provides guidance for developing optimal product lines based on unit volume that takes into account consumer purchase behavior, production costs, retail space limitations, and stock outages.

Ipsos Marketing

innoquest*pack

InnoQuest*Pack is a multi-faceted tool that optimizes your package by addressing the key package touch points: visibility, information, and functionality. With InnoQuest*Pack, your package will be evaluated in a competitive shelf environment and you will receive specific direction for optimizing your pack's elements.

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.

Visit www.ipsos.com to learn more.