



## Take Control of New Product Performance

Innovation doesn't end once a new product is launched.

We know our clients keep a close eye on their new product's performance, often using panel data to monitor sales, trial and repeat.

When new launches don't meet financial objectives, it is critical to find out exactly what is causing the problem – and not make assumptions about what is going wrong.

At Ipsos InnoQuest, we help our clients to identify consumer motivations as well as deterrents to trial and repeat for new products within months of its launch. This enables our clients to take immediate action to meet their launch objectives. We provide the information needed to enhance your merchandising or modify your marketing mix – including product, packaging, pricing, and advertising – even while your trial rate is still relatively low

While syndicated data reports the level of a product's market performance, we focus on the whys of your product's performance, so you can leverage your new product's strengths and correct its weaknesses right away.



**Ipsos InnoQuest**  
The Innovation and Forecasting Specialists

Ipsos InnoQuest offers InnoQuest\*Tracker to help you leverage early consumer feedback to guide new product success.

Ipsos Marketing

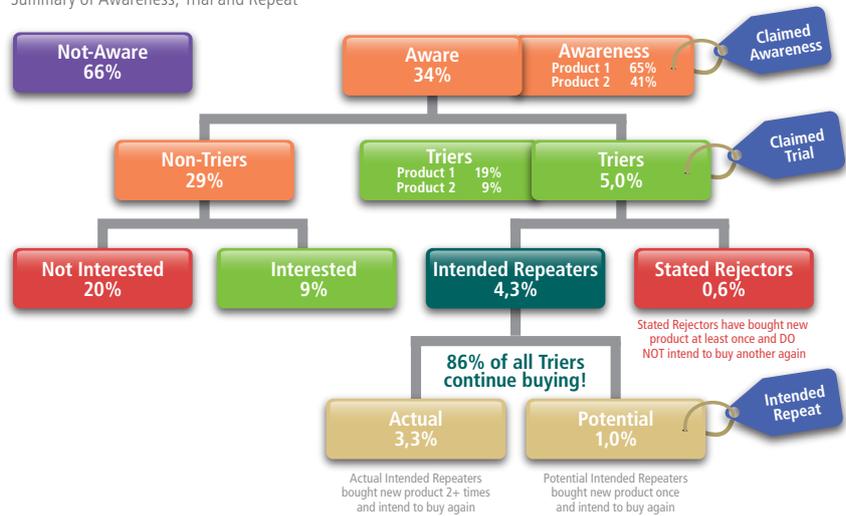
**innoquest\*tracker**

During a new product’s first year in market, it is often easy to identify trial and repeat rates but not so easy to determine the underlying factors driving your trial and repeat rates. Until now, new product buyers have been too hard to reach objectively and efficiently. Yet, it is precisely those buyers who hold the insights into why your product is meeting expectations or not – insights you need to further enhance a successful product’s journey or steer your product toward success.

InnoQuest\*Tracker provides you with in-depth, actionable information including:

- Consumer motivations for trial and repeat... enabling you to build on your strengths.
- Potential barriers to trial... including lack of consumer interest, low brand awareness, pricing issues, poor visibility in the store and more.
- Potential barriers to re-purchase... including product weaknesses and dissatisfaction

Summary of Awareness, Trial and Repeat



**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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