



Ipsos ASI  
The Advertising Research Specialists

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**bigidea**

## We Have a Big Idea to Help Uncover Yours

Tucked between a brand's positioning and communications that will hit home in any medium anywhere in the world sits big idea territory. Ipsos ASI's Big Idea is a collaborative approach used to quickly and reliably assess the power and scalability of your ideas and those of your agency. It is a proven process that empowers brand teams and agencies to uncover in one place and one day – with formative input from consumers – the essence of an idea that:

- Hinges on a principle that can support all brand communication
- Enables agencies to push the creative envelope by minimizing the risk on an uninformed choice
- Engages consumers on an emotional level
- Is multi-faceted and will remain salient over the long term





## How Ipsos ASI Gets to the Big Idea

We gather all relevant stakeholders in one place at the same time. Our techniques are quantitative and qualitative, our methods diagnostic and evaluative, so ideas can be refined before you sink substantial sums of money into creative. The process works like this:

- Consumers armed with touch pads and clipboards respond to closed- and open-ended questions
- The exploration is sequenced so initial reactions are to ideas – no graphics or specific messaging that might influence responses
- Agency, client and Ipsos representatives in another room monitor each succeeding more brand-specific, message-specific round
- Consumer responses help determine most resonant ideas and areas of concern for qualitative follow-up, which is conducted among a smaller group chosen from the initial participants

## Why Big Idea Works

To become communications assets, your ideas must be emotionally engaging, connected in a compelling way to your brand, and must be broad enough to activate campaigns with multiple possibilities. We provide insights across these three key success pillars in a manner that is easy to digest and ready for action. Here are the insights Big Idea provides:

<b>Engage</b>	Is there a strong, positive emotional response? Does the idea resonate? Is there potential for consumer advocacy?
<b>Connect</b>	Does the brand/category have permission to be in this space? Is the idea distinctive versus competition? Has the territory already been claimed? Does the idea have the potential to change opinions, attitudes, and behavior?
<b>Activate</b>	Does the idea have the scope to 'go broad'? Do consumers recognize multiple possibilities? Will it wear out after limited executions?

## Outcomes That Make a Difference

Big Idea takes cost and risk out of communications management. It facilitates:

- Richer, faster ideation because all stakeholders work together from the outset
- Shared ownership of an idea because all stakeholders sit at the same table
- Elimination of ideas that don't resonate with consumers, a big cost- and time-saver
- Knowledge about the strengths and weaknesses of multiple big ideas
- Tested parameters to take forward into creative execution

## About Ipsos

Ipsos ASI is the advertising and communications market research company you can consistently count on for the best quantitative and qualitative results that point the way to the most profitable actions. Ipsos ASI is part of the Ipsos organization. Founded in Paris, France, in 1975, Ipsos is the only independent, publicly-listed research company that is controlled and managed by research professionals. Ipsos is a leading global research company focusing on six core specializations: Advertising, Marketing, Media, Opinion and Customer Relationship Management research, and Data Collection and Delivery. With offices in 66 countries, Ipsos conducts research in more than 100 countries.

## About the Ipsos Open Thinking Exchange

Ipsos sees transformation as a corporate responsibility which is why we have launched the Ipsos Open Thinking Exchange – a global innovation center. At its core is a belief that the best innovations are the result of uninhibited exploration and collaboration. Its charge: to challenge convention, take risks, and use our collective intelligence in the service of our clients to spearhead innovation, exploit the possibilities new technology brings to data collection, and, ultimately, propel changes that add value to everything we do.