




Ipsos MediaCT
The Media, Content and Technology Research Specialists



Ipsos ConStruct™

Transform features and benefits into a concept you can test with confidence

Feature Choice
Benefit
Choice Feature
Benefit Choice
Feature Choice
Choice Benefit
Feature Choice
Benefit Feature
Choice Benefit
Feature Choice

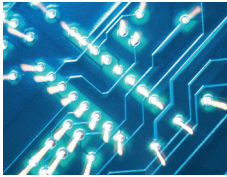


Core Concept Description

QuazBox Access One 3000
Simplify your life by managing all your videos, CDs, and music from one location with the all new QuazBox Access One media hub.

The QuazBox Access One is the only media hub that is fully compatible with all your home entertainment electronics, including TVs, PCs, and remote controls.

QuazBox's Easyware™ installation system is designed to get you up and running quickly and easily. You'll be accessing videos and listening to CDs from one location in no time!



And, with QuazBox's Wireless Way upgrade, you can experience the Access One anytime, from anywhere, with no wires.

Available for \$165 at your local electronics store or online at www.quazbox.com

How it Works

ConStruct™ is a concept building tool that takes the post-ideation concept development guesswork out of the hands of developers and extracts ideal concepts from the minds of your target market. Using Ipsos' proprietary ConStruct software, your target market sorts through the numerous features that may comprise a concept.

The result?

A concept or set of concepts that you can feel confident testing in the marketplace. ConStruct delivers a feature set that you know is valued by the target market. Take the guesswork out of the post-ideation process and go right to the source of future revenue

to answer the key question: What features will make the concept a winner?

ConStruct reduces the risk of testing the wrong concepts. By asking your target market to sort through potential features to build the actual concept, you reduce the risk of investing time and R&D costs on potential losers.

ConStruct lowers R&D costs by reducing the number of concepts that need to be tested to get it right.

In addition to its quick, online turnaround time, ConStruct focuses you on the right concept or concepts to test early, so fewer concepts need testing.

ConStruct provides an objective validation of ideation and focus group recommendations and

can replace traditional exploratory techniques. Neutralize the potential for testing "pet concepts" or concepts defined in a qualitative environment.

While ideation and qualitative exploration are critical components of the innovation process, you need to be confident that the concepts you invest testing and R&D resources in have the right features and benefits.

ConStruct provides communications and optional naming direction for determining marketing strategies. NamePath™ and ConStruct's standard battery of questions provide you with results that will help guide marketing, positioning, and advertising strategies.



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What Makes ConStruct Unique?

- ConStruct creates concepts in an online, quantitative environment
- ConStruct is the only tool that delivers complete concept descriptions based on features and benefits sorted online by your target market
- ConStruct is most appropriate for developing products or services in new-to-market categories

Contact

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About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behavior, the value of brands across different platforms and how they can minimize risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information about Ipsos MediaCT, please connect with us at:

www.ipsosmediact.com