



Vantis Express (VX) FAQ

Q. What are the main applications of Vantis Express?

A. There are two main uses for VX: concept testing and competitive intelligence. Many clients use VX as their primary concept testing approach. This typically starts off with a pilot in the VX quarterly survey, followed by a comprehensive program designed by Ipsos Vantis that is more customized to the company's long term product development and business needs. Secondly, VX gives market researchers, marketers, strategists, entrepreneurs, investors and business leaders a simple and quick way to evaluate disruptive announcements.

Q. What is the cost per report?

A. \$2,500 for n=150 evaluations of the concept, \$3,500 for n=300 evaluations. Most clients opt for the larger sample size, given the small increase in cost for doubling the sample. Additionally, Ipsos Vantis analysts have significant expertise in drafting concepts based on your ideas and can craft a testable concept for \$500.

Q. How long does it take to get results?

A. Currently three weeks from final concept to written report, however, ongoing improvements in automation will reduce the timeline even further.

Q. What are the deliverables?

A. VX includes a comprehensive suite of analyses that address demand potential, targeting, and messaging. The specific deliverables include a benchmarked Market Success Score, Key Measure Scorecard, Key Market Segments,

Critical Success Factors, Top 5 Phrases, Message Power Score, and Buzz Power Score. These are all provided in a short, easy to read report that is written for a broad audience that includes market researchers, business development people, strategists, management consultants, C-Suite executives, entrepreneurs and institutional investors.

Q. How much work is involved for me to run a VX?

A. Just provide a concept and billing authorization – we'll handle the rest. Alternatively, tell us about a product you're watching in the marketplace, and for a nominal fee, we'll create the concept.

Q. What should I expect of a VX report?

A. A thoughtful, comprehensive, and concise analysis. Though the process of VX is highly automated to reduce costs, the analysis is given very careful attention by Ipsos Vantis staff. We do not rely solely on the powerful analyses included with VX. Each Ipsos Vantis analyst is charged with offering point-of-view, so that your results address our best thinking, not just facts and analyses.

Q. Is VX International?

A. VX is currently available in the US, France, UK, Germany, and China, with expansion to other territories in the near future. If you're interested in running a customized concept testing program in countries other than those mentioned, it is possible to do so for any country immediately.

Q. Is there a plan to run VX more often than quarterly?

A. The short term plan is to run VX monthly. Longer term we will eventually conduct VX weekly.

Q. Is there a B2B VX?

A. Not yet. We've found that there is a great deal of interest in the B2B space, but unfortunately, each company has its own very specific B2B definition, particularly for sampling. Currently, we're handling all B2B requests as part of Vantis Concepts, our customizable concept testing approach. This approach has provided each client the level of customization they need, at an attractive price.

Q. Can I test my own concepts in VX?

A. Yes. VX is the engine for collecting data. Many clients test their own new product ideas using VX, and these are treated as confidential studies. Additionally, Ipsos Vantis funds 30 to 50 new product studies in each wave, evaluating newsworthy new product announcements in each of the categories we follow. Each of the Vantis Files, our library of syndicated new product reports, is available for purchase. The Vantis Files can be found on our website.

Q. Will my concepts be confidential?

A. Yes. While Ipsos Vantis sells the Vantis Files to a wide array of clients, any concept provided by a client and its subsequent report are held to strict confidentiality standards. Your concepts and reports will never be shared with or sold to the public.



Q. Who do you interview in VX?

A. VX is based on a general online sample.

Q. Can I customize VX recruiting/sampling criteria?

A. VX pricing is based on a nationally representative online sample. We find that many clients request some customization, and such cases require an independent study. Spin-off Vantis Concepts studies can be conducted for your specific business needs at any time, and with any level of customization required. The level of customization dictates the pricing, but generally we find that custom studies can be conducted for \$3,500 to \$5,000/concept.

Q. Can I change the questionnaire/add questions?

A. Not as part of the quarterly VX program. VX pricing is based on a standardized questionnaire that allots enough time to accomplish all of the analyses for each concept in the study. For some clients, this standardized approach makes the research very easy. Simply provide a concept and the fielding begins. Other clients want some customization in their survey and reports. These cases are handled with Vantis Concepts, our customizable concept testing offer.

Q. How many concepts will each respondent evaluate?

A. Respondents sequentially evaluate three unrelated concepts. Following each evaluation, they are asked media and shopping habits, as well as demographics.

Q. How good is the data given the low cost and small sample size?

A. Due to our ability to leverage Ipsos Vantis' 20-year history and normative database of over

20,000 new product and services tests, combined with the semi-automation of the deliverable, VX does what no other concept testing service on the market does: provides a fast and inexpensive service that is unparalleled in quality.

Q. Are there any limitations on the kinds of products and services you can test in VX?

A. Any consumer-oriented product or service can be tested in VX. Ipsos Vantis has specific expertise and deep normative data in the Technology, Durable Goods, Health Care and Services sectors.

Q. Are there any restrictions on what can be tested from a competitive intelligence standpoint?

A. Many of our clients buy our proprietary Competitive Intelligence reports on their peers' products and services for obvious reasons. They also purchase reports outside their industry focus to better understand the potential for new or in-development business models. As long as a test has not been done already by one of our corporate clients, we will test any concept, branded or un-branded, in VX.

Q. Do concepts have to be in a written format, or can you test using other media like video or voice-over?

A. VX can evaluate any form of concept. If your concept uses a video or voice-over, we will require an additional written form of the voice-over in order to perform three of the VX analyses: Critical Success Factors, Message Power, and Top 5 Phases analysis. Video concepts cost an incremental \$750/concept.

Q. Do investors use this type of information?

A. A diverse group of investors use VX. Early stage Angel Investors and Venture Capitalists use VX to determine market potential for investment ideas they are reviewing. Private Equity, Hedge Funds and other institutional analysts and investors looking for "big ideas" or market disruptors use VX to help inform investment decisions. Conversely, entrepreneurs will run VX on their new ideas to have a statistically reliable, third-party validation of their products and services. The data is then embedded in their business plans and term sheets during fundraising initiatives.

Q. Is it possible to publish any data points from the VX reports after purchase?

A. Permission is required by Ipsos Vantis prior to publishing.

Q. Do you offer bulk rate or subscription packages to VX?

A. Yes, inquire with your Ipsos Vantis contact.

Q. Who is Ipsos Vantis?

A. Ipsos Vantis is a division of Ipsos that specializes in Innovation. Ipsos Vantis has a 22 year history of forecasting in a broad range of non-CPG categories. We've built the world's largest database of new product/service survey scores and have established a proven track record of forecasting accuracy in the categories we study. Demand Express packages together some of Ipsos Vantis' most powerful tools at an affordable price to inform urgent decisions.