



## Concept Designer® at a glance

*"I have a new product to develop, but how do I optimize my features and pricing to drive the highest demand and usage?"*

Ask us about Concept Designer®

### Choices, choices: Let us help

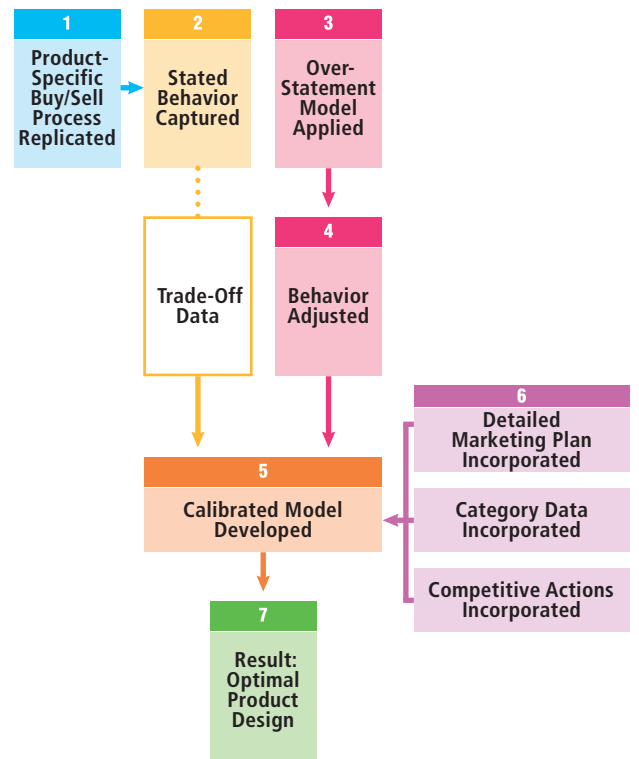
Concept Designer® is a proven approach that uses the Ipsos Vantis proprietary sales forecasting system to optimize product design and pricing strategies – for revenue, profit or market share. This unique method accurately interprets results from trade-off exercises and provides actual volume, not hypothetical shares of preference.

### What Do You Get?

It's not just about the numbers – it's about interpreting the research findings correctly. Ipsos Vantis delivers a comprehensive report of findings with actionable recommendations, structured to tell you precisely what you need to do to maximize the return on your product or service investment. Ipsos Vantis Concept Designer® provides:

- The optimal product design, pricing and marketing plan
- Product line optimization
- Positioning and communication strategy guidance
- Multiple simulations to determine the effects of various competitive scenarios
- A powerful database comparison with success benchmarks
- A profile of likely users

Research and modeling process for Concept Designer®



- The identification of key target segments
- A user-friendly simulator program that allows you to perform your own custom "what-if" scenarios for various product designs, pricing, and marketing plans

### How it Works

Central to our unique approach is our ability to capture accurate survey data. To accomplish this, the product-specific buy/sell process is replicated when conducting the research. Will there be a product to touch? What feature descriptions will be available at the time of purchase?



# Ipsos Vantis

Ipsos Vantis designs research materials and the flow to capture the unique product purchase environment. A simplified example of the overall process...

- Each respondent evaluates a “base case” configuration for the new product/service idea
- Ipsos Vantis key forecasting measures collected
- Ipsos Vantis proprietary model applied to stated (or intended) behavior to determine actual behavior
- Each respondent completes a trade-off exercise
- Trade-off data calibrated using the Ipsos Vantis proprietary model
- Detailed marketing plan, category data and competitive actions are incorporated with the adjusted survey responses to determine the optimal product/service design

## Other Products & Services

- **DemandScan®** quantifies and prioritizes new product opportunities early in the development process and provides product success benchmarks.
- **Market Simulator™** accurately forecasts sales volume for new products. Our unique approach combines our validated models with our clients’ marketing plans to provide a precise forecast.

## Ipsos Vantis

Ipsos Vantis is a leader in research-based marketing and product development consulting for the services and durable goods sectors. The company specializes in forecasting sales for new and restaged initiatives, identifies key drivers of demand, and optimizes product offerings for profit – all prior to market entry. Ipsos Vantis’ expertise is unequalled in many product categories, including new-to-the-world technologies, consumer electronics, high-tech, durables, financial services, telecommunications, entertainment, pharmaceutical and health, insurance, retail and alcoholic beverages. To learn more, visit

[www.ipsosvantis.com](http://www.ipsosvantis.com)

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