



## DemandScan® at a glance

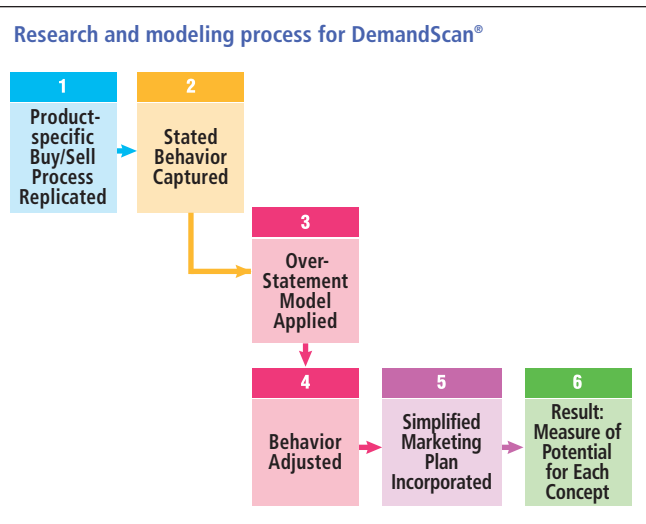
*"I have several product concepts, but which ones have the greatest appeal and should have high development priority?"*

Ask us about DemandScan®

### Choices, choices: Let us help

You are early in your development cycle and have a number of product concepts. They cannot all command company resources, and you want to narrow the ideas to those you are confident will succeed. *Of all the choices I can make, which are the best ones?*

It is one of the biggest challenges facing business leaders and marketers: Making the right choice from so many equally compelling options. Ipsos Vantis has a proven approach that quantifies and prioritizes new product opportunities early in development *before* time and resources have been deployed. Focus groups and early screening may have given you some ideas on how to proceed, but you want to build a reliable business case based on best practices.



### What Do You Get?

Ipsos Vantis delivers a comprehensive report of findings and recommendations, structured to tell you precisely what you need to do to maximize the return on your product or service investment. Ipsos Vantis DemandScan® provides:

- Reliable prioritization of new product ideas based on their true market potential
- A powerful database comparison with success benchmarks
- Demand/Usage potential, relative strengths and weaknesses and an acceptable price range for each new product idea
- A profile of likely users
- A profile of the target market(s)
- Concept refinement guidance

### How it Works

The beauty of DemandScan® is you don't need an actual working product in order to evaluate the concept.

DemandScan® can work with as little as a product sketch.

The research is designed to accurately capture survey responses based on basic concept descriptions.

- Each respondent evaluates multiple product ideas, one at a time
- Ipsos Vantis key performance measures collected
- Ipsos Vantis proprietary model applied to stated (or intended) behavior to determine actual behavior
- Simplified marketing plan elements incorporated



# Ipsos Vantis

## Experience, Databased and Unmatched

We have evaluated and consulted on more than 9,000 product concepts worldwide and the Ipsos Vantis Global Database contains performance scores for each and every one. Our proprietary, normative database is unrivaled in the research industry and gives our clients the ability to benchmark their concepts against similar products in our database. Some of the sectors in which we specialize include:

- Alcoholic Beverages
- Automotive
- Consumer Electronics
- Durables
- Energy Services
- Entertainment
- Financial Services
- High-Tech
- Home & Garden
- Insurance
- New-to-the-World
- Personal Care & Apparel
- Pharmaceutical & Health
- Retail
- Software & Hardware
- Telecommunications
- Travel & Tourism

## Other Products & Services

- **Concept Designer**<sup>®</sup> optimizes product design and/or pricing strategies in addition to forecasting demand.
- **Market Simulator**<sup>™</sup> 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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