



Ipsos MediaCT

The Media, Content and Technology Research Specialists

InnoCreation

Connect with consumers and find future growth through co-creation.

Challenge

While “co-creation” is the latest buzz word in the innovation arena, there is a lack of clarity about what it is, what benefits it can provide, and how it can be successfully incorporated into the new product development process.

The reality is that co-creation – a collaborative process in which consumers and marketers work together to develop new product ideas – can be a valuable tool for marketers. In an industry where innovation is the key to growth, co-creation can help marketers develop more relevant, differentiated ideas – quickly, cost-effectively AND through the lens of the consumer.

Solution: INNOCreation

INNOCreation is Ipsos’ global tool that enables marketers to co-create new product ideas with consumers using the latest online technology. With INNOCreation you will be able to quickly and cost-effectively generate consumer-driven ideas... and because they stem from consumers’ minds you can be assured that the ideas generated will be relevant and diverse.

INNOCreation takes a unique, innovative approach to idea generation. Consumers are brought to an online co-creation forum and exposed to “seed” ideas developed by the client. Using the seed ideas as a starting point, consumers generate their own ideas, comment on each others’ ideas, and ultimately vote on the ideas they think are the best. Clients participate along with consumers in the online ideation forum.

Our experience has shown that the consumer-generated ideas often receive more votes than the seed ideas, and that the ideas generated cover a very broad spectrum within the category.

INNOCreation Advantages

Enables Fast, Efficient Idea Generation and Evaluation

- Generates 20–50+ consumer-generated new product ideas in just one week
- Allows respondents and client teams to participate from any geographic location because it is conducted online
- Provides an opportunity to also quantitatively evaluate the ideas that get generated

Incorporates the Voice of the Consumer Earlier in the new product development process

- Because it is administered online, allows for feedback from a larger sample of representative participants, including specific segments of interest
- As a next step, ideas generated can be quantitatively screened using Ipsos’ INNOScreen idea screening tool

Provides a Competitive Advantage

- Helps brands differentiate themselves from competitors by providing unique consumer-generated product ideas
- Increases speed to market with new products that truly resonate with consumers



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INNOCreation: How It Works

With INNOCreation, consumers participate in an online co-creation forum in which they generate their ideas, comment on each others' ideas, and ultimately vote on the ideas they think are the best. Consumers can cast up to seven votes with a maximum of three votes per idea. Ten to fifteen clients can participate along with consumers in the online ideation forum. Below is an example of a co-creation forum for new game console accessories. A sample of ideas generated, along with their cumulative votes, is shown.

New Game Console Accessory Ideas Feedback Forum

Welcome to New Game Console Accessory Ideas feedback forum. A place to share your comments, submit YOUR ideas, and vote on others for new console accessories. Enter your ideas in the box below. You can also cast 7 votes on other ideas you like (max 3 votes per idea) by clicking the blue vote box.

Enter your idea to get started.

-enter one specific idea at a time-

Votes	Idea Title	Description	Comments	Created On
57 votes 1	Eyeball-Controlled Portable Console	A portable game console that allows you to control the action by a special lense to your eyes	2 comments by zopijb	06.02.2009
54 votes 2	Glare-Control Screen	A special cover to attach to your portable console screen to filter out unwanted light, shadows, etc., and maintain optimal contrast of the actual game visual	1 comment by zopijb is it? spam duplicate inappropriate	06.02.2009
42 votes 1	Foldable Portable Console	A game console that can be folded for easy storage and transportation	1 comment by obdydblx is it? spam duplicate inappropriate	06.02.2009

3 votes left

Your Ideas

- 1 **Eyeball-Controlled Portable Console**
- 2 **Glare-Control Screen**
- 1 **Foldable Portable Console**

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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.ipsos-na.com/media