



## Ipsos MediaCT

The Media, Content and Technology Research Specialists



## InnoScreen®

Concept Screening Tailored to Your Sector.

Screen concepts in any category in any country and obtain a validated penetration potential estimate tied to a global database.\*

### Mitigate Risk and Identify Winning Concepts Earlier

Introducing new products and services to the marketplace is a balancing act between innovation and risk management. It's crucial to know, as early as possible, which concepts should be pursued because they have good market potential, which need tweaking, and which should be abandoned.

*InnoScreen*® helps companies prioritize concepts early in the innovation process and bring more winners to market. *InnoScreen's* methodology is unique in assessing concepts *relative to their industry and type of product or service*, leading to results that are far more relevant and accurate than traditional concept screening delivers.

*InnoScreen* estimates a service's market potential (what we call an IPP, or InnoPenetration Potential measure) based on a combination of key measures known to influence consumers' purchase decisions. With IPPs and further diagnostic measures in hand, Ipsos researchers provide recommendations for each concept tested.

### Benefit from Sector-Specific Concept Screening

Unlike other concept screening systems that process thousands of concepts through the same survey and pump out an index, *InnoScreen* is customized to each client's industry. This recognizes that consumers evaluate products and services in diverse ways. Purchase intent is not the only measure that is important.

For example, in technology, it is critical to determine the degree to which consumers understand a concept when it is a new-the-world technology. In financial services, a concept may not even be a new product or service—it may be a strategy aimed at driving traffic to a specific channel. Quite simply, consumers will change their mindsets according to the product or service they are considering.

Ipsos' unmatched 20-year history of forecasting demand in categories like technology, financial services, and durables has taught us to take special care in how we structure both the questionnaire and the stimuli.

### A Validated Modeling Framework

*InnoScreen* is based on Ipsos Vantis' forecasting approach. With many validations comparing a forecast to actual in-market performance to draw upon, Ipsos researchers have constantly been improving our understanding of overstatement, adjusting our models accordingly, and consistently producing accurate forecasts. Two-thirds of Ipsos Vantis' forecasts are within 10% of actual sales, and 90% are within 20% of sales.

### InnoScreen Deliverables

*InnoScreen* provides three key deliverables:

1. The IPP (InnoPenetration Potential) score, prioritizing concepts into high, medium, and lower priority based on market potential
2. A normative comparison for all key measures indicating whether a new concept is above, at, or below the average of relevant previously tested concepts
3. Recommendations for each concept based on the key measures and other diagnostics

\**InnoScreen* is also used in the consumer goods sector. Please contact an Ipsos Marketing Research representative for more information.



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### Worldwide Applicability

*InnoScreen* can be conducted worldwide, producing consistent results for multinational companies launching products and services into several markets. Our Global Database is used to interpret consumer interest scores and understand the nuances of scale use across cultures.

### A Consistent Innovation Philosophy

*InnoScreen* is part of Ipsos' process for building and testing new products and services from idea generation to early concept screening through launch decisions. Concepts screened through *InnoScreen* can be optimized and further evaluated using tools from Ipsos' innovation system.

### What Makes InnoScreen Different?

- It evaluates concepts compared to sector-specific norms
- It assesses penetration potential on multiple measures that affect decision making
- It uses measures proven to relate to in-market success
- It's able to recognize niche or breakthrough products
- It provides clear and concise deliverables that are easily communicated to management
- It delivers recommendations on how to strengthen concepts with potential
- It can be used in countries all over the world

### 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](http://www.ipsosmediact.com)