



Market Landscaping

A Roadmap for Strategic Vision, Brand Planning and Innovation

Leverage market landscaping for optimum development and positioning of your brands.

Total Market Understanding for Competitive Advantage

Tens of thousands of new products and services are introduced to the marketplace each year. To truly understand categories and gain strategic advantage, companies must understand the marketplace through the eyes of their consumers or end-users. To this end, market landscaping

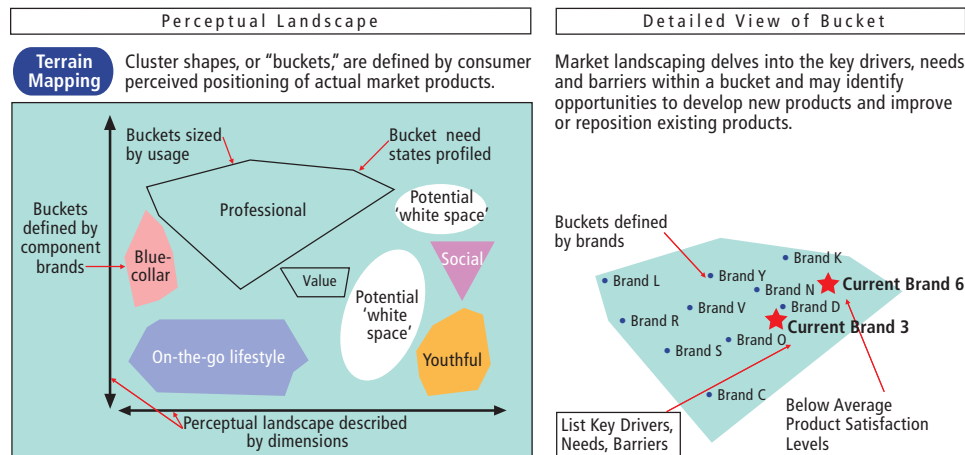
provides a holistic view of the marketplace that enables companies to optimize brand positioning and pinpoint white space opportunities for on-target product innovation.

Market Landscaping with Ipsos MediaCT

Ipsos MediaCT's unique approach to market landscaping will provide you with a visual depiction of the current marketplace that will enable you to:

- Better position new and existing brands vis-à-vis competition.
- Understand emotional and functional barriers and triggers.
- Uncover white space opportunities for new product development.
- Integrate concept testing into the market landscape to determine if your new concepts fit with white space opportunities.

Example of Market Landscaping – Smart Phones



White space is the perceptual space where no, or few, products exist and yet there is potential opportunity to reposition an existing brand or develop new product ideas.

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Buckets, or clusters of existing products, are analyzed to determine their brand composition, size, drivers, need states and barriers. Segmentation is often included for a more robust analysis and concept testing can be integrated to evaluate ideas in the context of the existing marketplace. The result is a roadmap for strategic vision, brand planning and innovation.



Ipsos MediaCT

The Media, Content and Technology Research Specialists



Taking Attitude and Usage and Segmentation Studies to a Higher Ground

Market landscaping provides strategic direction for innovation and brand and product positioning. With market landscaping, you can transform your attitude and usage and segmentation studies into more powerful tools for brand and product development as well as conduct concept testing within a framework of the perceptual landscape.

What Makes Market Landscaping with Ipsos MediaCT Different?

All of our landscape and structure engagements are supported by market scientists and client service professionals with specific expertise in market landscaping, segmentation and innovation research.

Each of our market landscape studies is based on our proven core approach, yet is uniquely designed and analyzed to meet specific client needs and market situations.

We provide actionable recommendations to guide new product innovation as well as direction for repositioning existing brands.

Innovation

- Identifies white space opportunities based on an understanding of the perceived organizational structure of the marketplace.
- Relates need states (by occasion) relative to available choice and pinpoints unmet needs.
- Provides strategic direction for new product or service innovation platforms.
- Integrates new product or service ideas (concept testing) and assesses their performance relative to the market, white space opportunities and consumer or user needs.

How It Works

Because respondents need to sort through visual stimuli, market landscaping studies are best conducted either on the Internet or through central location testing. Our online methodology leverages the Ipsos U.S. Online Panel, which affords larger sample sizes, shorter survey lengths and faster delivery time than in-person methodologies.

Brand and Product Positioning

- Explains current brand and product imagery, equities, usage, relative occasion, setting and mood.
- Determines key drivers and underpinning attitudes and behaviors.
- Can provide actionable need state or attitudinal segmentation.
- Can identify barriers and triggers (functional and emotional).

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