



## Ipsos MediaCT

The Media, Content and Technology Research Specialists

# Message ConStruct™

Evolve attributes and benefits into a message platform that you can test with confidence

### How It Works

Message ConStruct™ is a *message building tool* for brands, products, and services. Using Ipsos' proprietary ConStruct™ software, your target market sorts through key words and phrases to compose the ideal message that:

- 1: Supports the positioning of your brand, product, or service
- 2: Will drive sales

The result? A message or group of messages that you'll have confidence testing in the marketplace.

**Message ConStruct reduces the risk of testing the wrong messages.** By asking the target market to sort through potential messages (pricing, cutting edge, heritage, innovative, trustworthy, etc.) and build the message platform for you, you reduce the risk of investing time and R&D costs on potential losers.

**Message ConStruct lowers R&D costs by reducing the number of messages that need to be tested to get it right.** In addition to its quick, online turnaround time, Message ConStruct focuses

on the right messages to test early, so fewer need testing.

**Message ConStruct delivers a set of messages that is valued by the target market.** Take the guesswork out of the post-ideation process and go right to the source of future revenue to answer the key questions: What message will drive the most sales? What messages are necessary to produce the best concept or detailing piece?

**Message ConStruct provides an objective validation of ideation and in-depth interviews or focus group recommendations and can replace traditional exploratory techniques.** Neutralize the potential for testing messages defined only in a qualitative environment. While ideation and qualitative exploration are critical components of the innovation process, you need to be confident that the messages you invest testing and R&D resources in describe your product or service in the best light. Whereas message testing research in a qualitative setting can be insightful, messages tested using Message ConStruct are statistically sound.

**Message ConStruct provides communications and optional naming direction for determining marketing strategies.** NamePath™ can be used for naming, and ConStruct's standard battery of questions provides results that will help guide marketing, positioning, and advertising strategies.

Consider Ipsos ConStruct Messaging the next time you need to:

- Develop a message platform to promote a brand, product, or service
- Provide direction for marketing efforts and resources
- Identify which brand attributes and benefits contribute to the ideal positioning of your product or service
- Determine which attributes are cost-of-entry vs. those that are powerful drivers of intent to purchase
- Gauge interest in a new product or service, with ideal messaging

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