Video Game Lifecycle Research Solutions

The gaming world has evolved. So too has your need for quality research at every stage of the product life cycle.

While technology is paramount, gaming is ultimately about people. Today, gaming is rapidly moving from the traditional guy-in-the-basement, solitary-play space to the social entertainment space – the very same social entertainment space which television has occupied for half a century. What is happening is both profound and important: now, gaming as a force of socialization touches whole families rather than individuals one at a time. Increasingly, gaming is both age- and gender-neutral. Today, gaming is often the basis for shared social experiences. And for that reason we may be on the cusp of a new day in the gaming world. It's an exciting moment for our industry.

Meeting the demands of your market means knowing and understanding them at every touchpoint, and incorporating their ideas and desires into your development process. That requires research. And thanks to the innovative and collaborative research consultants at Ipsos, you have a partner that understands the technology and the people, and combines that with innovative research tools and methodologies to deliver the results you need.

Full Cycle Research

Developing the next winning video game and building your gaming brand is an ongoing process. You need good information about what your market expects, what they want, what they are comfortable with, and how they make the decision to buy. These answers inform your decisions and help you reach the next level.

That's where the full strength of Ipsos helps you succeed. We offer a holistic approach to your research needs, helping with:

- Assessing and understanding your target audience
- Ideation, concept development and testing
- Marketing, positioning and messaging
- Testing of communications and advertising concepts and campaigns
- Brand tracking and in-market performance
- Consumer loyalty and retention

Ipsos is a global leader in survey-based research. Our strength lies in our five areas of specialty: advertising, marketing, media/content/technology, loyalty and public opinion. Each of these areas offers unique and accurate insights into your markets and your marketing needs. The combined strength of our five specializations helps game developers in every aspect of the development and research process.

Gamer Understanding

To make a winning game, you need to first know your player. Ipsos' research experts have extensive experience in studying and identifying market segments, and identifying the behaviors and attitudes of both existing and potential players. We also have tools and research solutions to identify market trends – from the way people are using technology, to the way they spend their entertainment dollars, to what brings them back for more.

Game Development

Our innovation and qualitative research teams are masters at identifying new ideas and concepts; with their suite of solutions and experience in consumer research, our team knows how to identify the voice of your consumer and help you bring it into your product development. From idea creation, to idea refinement and idea testing, our team's expertise enhances your innovation process for optimal advantage.

Game Marketing

The best gaming ideas can't win if they don't have the right marketing. Building your brand and making a market success requires having the right message, targeted to the right audience, communicated in the right places. Ipsos knows audiences – the messages they respond to, the emotional triggers that move them to act, and the creative ideas that make your communications work. From testing advertising ideas to tracking your brand's performance, our research teams have something to fit your need.

The End Game is Your Game

Every gamer wants to win. And so do you. Ipsos' focused yet flexible research services offer you the holistic approach you need to secure that win. From start to sale and beyond, we help create and build winning products and brands, and have demonstrated that with hundreds of cases in this realm.

What is your research need? With our comprehensive and scalable array of research solutions, Ipsos is the research partner you want playing on your side.

For More Information

Need to know more about Ipsos? Have a question about a specific research need? Interested in learning more about how we can keep you at the top of your game? Contact our Video Gaming practice leaders:

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About Ipsos

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999.

In 2008, Ipsos generated global revenues of €979.3 million ($1.34 billion U.S.).

Visit www.ipsos.com to learn more about Ipsos' offerings and capabilities.