



Designor® from Novaction

Optimize the Potential for Your New Product Introductions and Restages

Challenge

To successfully compete in today's consumer goods market, manufacturers need more than a traditional volume forecast before launching a new product or relaunching an existing one.

They need to know how their new mix performs in its competitive environment and how its strengths and weaknesses vs. key competitors explain this performance in order to fully optimize their marketing mix and positioning prior to launch.

Solution: Designor® from Novaction

The *Designor*® suite of products is a leading, global product evaluation and forecasting system that predicts how well your new mix will perform in-market versus its direct competition. Built on 30 years of **Novaction** experience, *Designor* delivers not only sales forecasts with unsurpassed accuracy, but also deep diagnostics and powerful simulation capabilities...so your new product will have a compelling and sustainable competitive advantage.

The *Designor* suite offers a full range of solutions to meet your business needs at every step of the innovation process: from determining the market potential of a new concept to conducting a full-blown evaluation of a concept and product with marketing mix at the final validation phase.

Designor® Advantages

Validated, Global Forecasting Model Combined with Experienced Novaction Specialists

- Validated forecasting accuracy of $\pm 9\%$ around the world (55+ countries).
- Over 10,000 new products, line extensions and restages tested and optimized in over 250 product categories.
- 30 years of **Novaction** experience in marketing, modeling, forecasting, and consulting.

Competitive Framework Makes Designor the Most Realistic and Diagnostic Forecasting System in the World

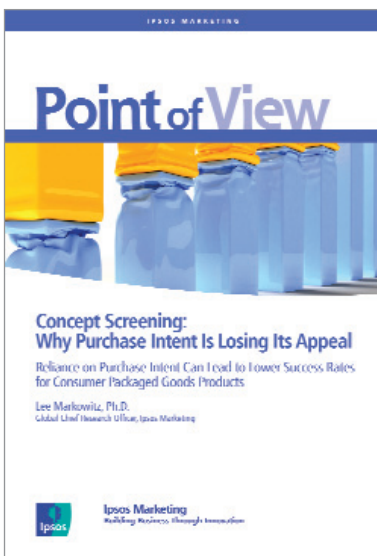
- Model recognizes the competitive context of a new mix to ensure realism and provide strong diagnostic direction.
- To simulate the actual purchase decision in today's crowded markets, surveys may include clutter reels, shelf sets and competitive evaluations.
- Model integrates direct competition the tested mix will face to provide the most accurate evaluation of source of volume and cannibalization.

Self-Calibrated Model that Eliminates the Need for Norms

- *Designor* is a self-calibrating model that combines behavioral and attitudinal measures thereby eliminating the need for norms and facilitating application to new categories, new countries and specific consumer targets.

Powerful Simulation Capabilities

- *Designor* can maximize ROI through simulation of both marketing plan changes ("push" simulations) and changes in ad copy and positioning, packaging, pricing and product delivery ("pull" simulations) as well as competitive reaction.



Download our
*Concept Screening: Why Purchase
Intent Is Losing Its Appeal*
Point of View at
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Ipsos Marketing

Ipsos Marketing is a global survey-based marketing research consultancy that helps clients to innovate to drive business growth.

From the earliest stages of innovation through brand maturity, our experienced research teams provide world-class solutions to help clients build their businesses. We offer advanced research tools for consumer and market understanding, idea generation, concept development, mix development and optimization, forecasting and modeling, and brand management and repositioning. We pride ourselves on excellence in client service and thought leadership.

Ipsos Marketing partners with clients in a broad range of sectors including consumer goods, retail, durables, health, technology, financial services, automotive, tourism, transportation, agrifood, utilities, and more.

Ipsos Marketing is a specialization of Ipsos, a leading global survey-based market research company that offers expertise in advertising, customer and employee loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting.

Designor® Deliverables

Depending on your business needs, *Designor*® will deliver:

- Year I and Year II volume forecasts.
- Trial and Repeat components.
- Concept and product evaluation.
- Source of volume analysis.
- In-depth diagnosis of the competitive environment before and after the introduction of a new product.
- Volume impact of improved product or positioning, alternative marketing plans and competitive introduction or reaction.
- Evaluation of the new mix on our established brand success factors. Through extensive analysis of our robust *Designor* database, we have identified four factors critical to an innovation’s long-term success: Impact; Differentiation; Quality; and Value (IDQV). The IDQV performance of the new mix – versus its competitors – is benchmarked against our experience database so you can develop a strategy for optimization prior to launch.

Example of Benchmarking Against I.D.Q.V. Success Factors

