



## InnoScan™

Improve your innovation process by quantitatively testing new product ideas.

### Challenge

To spark innovation, companies typically develop an extensive list of ideas which result from brainstorming and ideation sessions. These ideas are so fresh that they are not fully developed, do not yet have a brand positioning, and certainly are not ready for traditional concept testing. How then can companies best choose which ideas should be pursued?

### Solution: InnoScan™

*InnoScan™* is Ipsos' global quantitative idea screening tool that prioritizes your ideas in terms of which are most likely to succeed when later developed into fully articulated concepts. Used as an interim step between idea generation and concept testing, *InnoScan* is the ideal quantitative tool for ensuring you invest in ideas with the greatest marketplace potential.

By screening your ideas before concept testing, you will develop better concepts and save time and money by:

- Removing sub-par ideas from your innovation funnel early in your innovation process.
- Focusing on developing just your top ideas into new concepts.
- Increasing your likelihood of developing strong product launches.

### InnoScan™ Advantages

#### Improves innovation ROI

- Helps you to allocate resources to opportunities with the best potential... and to quickly abandon poor ideas that do not warrant further investment.

#### Prevents strong ideas from being discarded during concept testing due to poor articulation in the concept

- Separates the idea from its execution, facilitating a clean read on the appeal of the core idea.

#### Enriches your new product development process

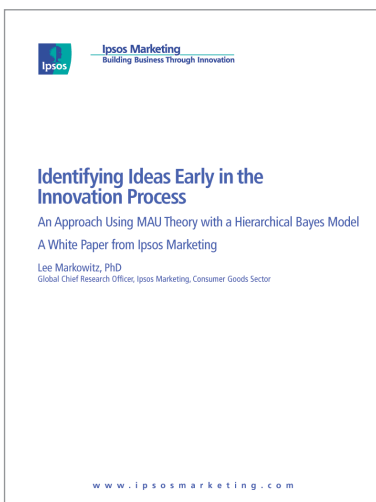
- Efficiently screens up to 100 ideas in a single test versus screening full concepts, enabling you to explore different ideas against a single product.
- Allows you to cost-effectively explore relevant target groups.

#### Global applications

- Fast, efficient system that can be conducted in any country.
- Consistent methodology and deliverables that are used globally.

#### Ipsos Innovation Expertise

- Ipsos Marketing is staffed with innovation specialists with vast research, marketing sciences, and client-side experience who will help to turn your data into insights.
- Ipsos Marketing's innovation toolbox employs consistent measures across our consumer packaged goods innovation research products.



Download our  
*Identifying Ideas Early in  
the Innovation Process*  
White Paper at  
[www.ipsosmarketing.com](http://www.ipsosmarketing.com)



### 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.

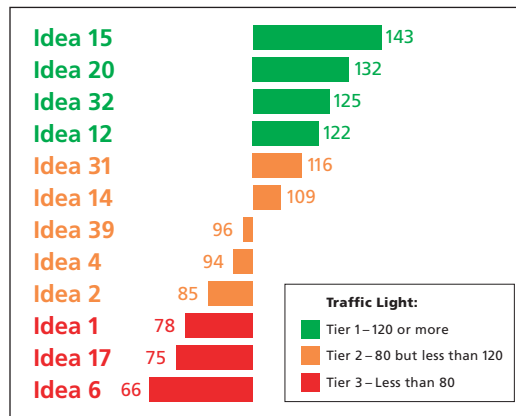
### InnoScan™ Deliverables

*InnoScan* provides you with actionable results to steer your innovation in the right direction.

- *Opportunity Score*... Provides an early quantitative assessment of which ideas have the greatest potential based on measures that relate to trial estimates in Ipsos' validated forecasting model.
- *Percentage of Win* – Identifies the probability of each idea being the most persuasive among the set of ideas tested.
- *Comparative Advantage* – Identifies the probability of one idea being more persuasive than another.
- *Diagnostic Maps* – Displays key measures versus each other to understand where certain ideas are stronger versus weaker.

### InnoScan™ Opportunity Score

An opportunity score is a composite measure of an idea's potential that provides an accurate way to predict which ideas are better than others.



### InnoScan™ Percentage of Wins

The Percentage of Win is the percentage of time each idea will be the best among all choices based on the Opportunity Score.

Percentage of Wins	
Idea(s)	Percentage of Wins
15	58
20	27
32	11
12	.3
31	.2
14	.1
39	.2
4	.1
All Other Ideas	<.05

These ideas are overall winners – most people rated these ideas high on all the 3 key measures:

- Idea 15 is the highest
- Next is Idea 20
- Followed by Idea 32