



## Market Simulator™ at a glance

*"I have a new product to launch, but what is the size of the market? What marketing plan will yield the most profit and help me meet my business objectives?"*

Ask us about Market Simulator

### Choices, choices: Let us help

In today's business environment, you need to make the most profitable product management and development decisions, based on facts – not educated guesses. Every time out. How much should you produce? What marketing dollars should you spend and where?

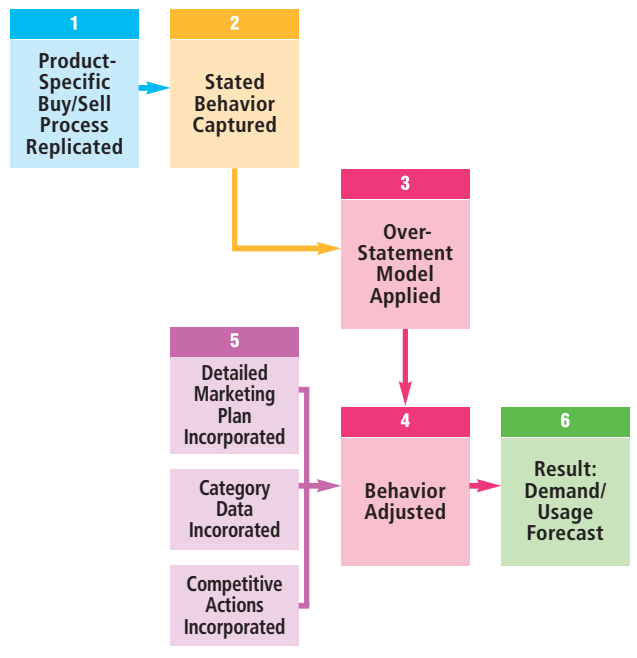
Ipsos Vantis is recognized as an industry leader in demand estimation and marketing modeling. Our unique approach combines our validated sales forecasting models with alternative marketing plans you are considering to provide a precise forecast.

### What Do You Get?

Accurate information and actionable recommendations. We have the experience to analyze and interpret research findings correctly. Ipsos Vantis delivers a comprehensive report of findings with recommendations that tell you precisely what you need to do to maximize the return on your product or service investment. Ipsos Vantis **Market Simulator™** provides:

- An accurate forecast of actual demand and usage for new or restaged products or line extensions among target segments
- Target segment definitions
- Product line optimization guidance
- Source of volume/cannibalization estimates
- A powerful database comparison with success benchmarks
- Prioritization of marketing spending efforts
- Positioning and communication strategy guidance
- An analysis of competitive activity on sales

Research and modeling process for Market Simulator™



### Reliability

Our forecasting models are accurate because of our strong commitment to validation. We validate our work by comparing our pre-market forecasts to actual market sales. In validations conducted worldwide, our models have, time and again, exhibited an exceptional degree of accuracy and reliability. *Over 90% of our forecasts consistently mirror actual market sales.*



# Ipsos Vantis

## How It Works

Ipsos Vantis **Market Simulator™** is based on high precision, high confidence quantitative market research. We interview an appropriate sample (consumers or businesses) from the universe of people who could buy/use your product or service then expose them to your idea in a fashion that replicates the real world buying process. The research is conducted by the method (online, mail, telephone, etc.) most appropriate for your product and category. A simplified example of the research process...

- Each respondent evaluates the new product/service idea
- Ipsos Vantis key forecasting measures collected
- Ipsos Vantis proprietary model applied to stated (or intended) behavior to determine actual behavior
- Answers to other diagnostic questions collected
- Detailed marketing plan and category data are incorporated with the adjusted survey responses to determine the potential demand and usage
- Alternative marketing plans (advertising, promotion, distribution) are simulated to determine bottom-line effect on demand and usage

## Other Products & Services

- **DemandScan®** quantifies and prioritizes new product opportunities early in the development process and provides product success benchmarks.
- **Concept Designer®** optimizes product design and/or pricing strategies in addition to forecasting demand.

## Ipsos Vantis

Ipsos Vantis is a leader in research-based marketing and product development consulting for the services and durable goods sectors. The company specializes in forecasting sales for new and restaged initiatives, identifies key drivers of demand, and optimizes product offerings for profit – all prior to market entry. Ipsos Vantis' expertise is unequalled in many product categories, including new-to-the-world technologies, consumer electronics, high-tech, durables, financial services, telecommunications, entertainment, pharmaceutical and health, insurance, retail and alcoholic beverages. To learn more, visit [www.ipsosvantis.com](http://www.ipsosvantis.com)

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