



Simulating Optimal Success with Ipsos Product Optimization

BUSINESS CHALLENGE: EFFICIENTLY FINDING THE SUPERIORITY TRIGGERS

Achieving product superiority is a top priority for leading FMCG companies, resulting in a continued need for product innovation and optimization. The goal is often to create products that are better liked versus competition and also to identify new product opportunities. To achieve this, marketers must understand the underlying drivers of liking to identify product improvement opportunities, and also identify gaps in the sensory / preference space that lead to new product ideas.

Our Approach

Ipsos InnoQuest's Product Optimization tackles the challenge of sustainable product superiority. It models consumers' overall liking in a multiproduct test using sensory and / or physical-chemical profiling. Our efficient systematic approach allows clients to bypass several rounds of testing by focusing on the known drivers of liking. These provide the direction for adjusting the ingredients or processes that offer the biggest opportunity for success in the market. Our goal is to save our clients time and money and create products that are truly differentiated.

Why Ipsos?

✓ Superior Approach

Our holistic approach combines consumer, sensory and technical inputs to identify the ingredients that will yield a superior product. The selection of relevant attributes is conducted interactively with our clients.

The regression modelling takes into account complex relationships and interactions between attributes relative to consumer liking.

✓ Simulation Capabilities

Our proprietary simulator allows our clients to create virtual prototypes which balance between business targets and resource constraints.

✓ Global Scalability

We are the largest product testing advisor in the world, spanning 87 countries and testing over 7,000 products annually, supported by technical experts with deep sector knowledge, sensory expertise, and statistical savviness.



Ipsos InnoQuest

The Innovation and Forecasting Specialists

Key Deliverables and Insights

After collecting consumer liking, sensory intensities and chemical-physical data (typically from the client), a preference map is provided that provides allows us to a) profile products for the total population and in each preference segment, b) identify opportunity areas not covered by other products and c) determine product redundancies

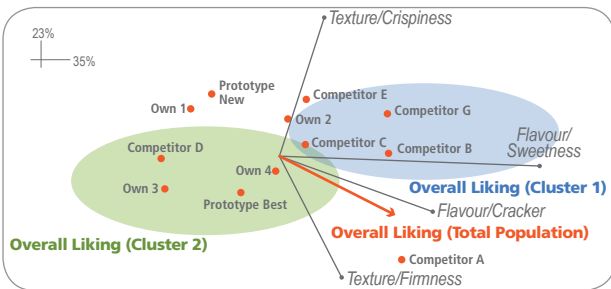


Fig. 1: Preference map, combining product ratings on analytical attributes with consumer liking

The modeling process builds an optimal profile for each identified segment of consumer preference. The Ipsos product simulator allows our clients to create virtual prototypes, calculate the predicted liking on each of these and balance the increase of consumer liking against business and resource priorities. This means our clients can reach competitive performance targets at controlled resource spending.

	Prototype A	Simulated Product	Optimal Profile
Sweet Fl	34.9	32.9 ▶	42.5
Crispy Tx	29.0	34.5 ▶	41.1
Salty Fl	7.3	7.3	35.2
Cracker Fl	26.3	28.9 ▶	28.9
Overall Liking	7.6	8.30	8.56

Fig. 2: Optimization Simulator for the key drivers of overall consumer liking.

The optimization goes beyond linear relationships, with a special attention towards quadratic relationships and the interactions between attributes relative to overall liking. Whilst simulating the virtual recipes, the effects on the individual drivers are shown in individual 2D and 3D charts. In the below 3D example, sweetness and saltiness are strongly interacting relative to overall liking.

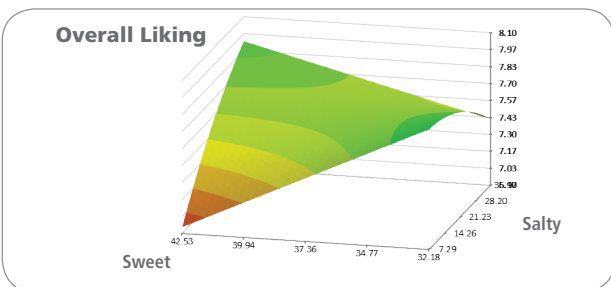


Fig. 3: 3D Plot illustrating the interactions between sweetness and saltiness relative to overall liking.

Ipsos Product Optimization

SIMULATION

DIRECTION

SUCCESS

About Ipsos ProductQuest

Ipsos ProductQuest is the world’s largest product testing business. Our mission is to help clients inspire and accelerate business growth by putting the consumer voice at the heart of your organization.

About Ipsos InnoQuest

Ipsos InnoQuest helps clients accelerate innovation for today’s changing world.

We help clients to kick-start their innovation processes with overnight and mobile solutions, uncover deep consumer insights with our online communities, and quantify business potential right from the start. Our fast and simple solutions, validated forecasting models and real-time simulators are built on our consistent philosophy of what drives innovation success – so clients can make better decisions earlier.

Unique to Ipsos InnoQuest is our ability to combine optimization with qualification across all of our end-to-end solutions, enabling clients to maximize the ROI of their innovation initiatives and product development.

With unparalleled global reach and expertise across a wide range of sectors, we offer fast, simple, smart solutions that lead to more successful innovation and increased speed to market.

Ipsos InnoQuest is a specialized practiced of Ipsos, a global market research company which delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management. With offices in 86 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,712,4 million (2 274 M\$) in 2013, of which 52% came from Ipsos Marketing.

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