



Ipsos Vantis

Ipsos
vantis[®]express

Powerful, Fast, Affordable Concept Testing

In the race to market for new products, all eyes are focused on the leader of the pack. Come from behind winners can be dismissed before the final lap.

Vantis recognizes that there is more than one way to win in market. Vantis Express delivers insights to uncover hidden winners – the breakthroughs and niche plays your competitors systematically miss – and the maneuvers necessary to pull into the lead.

Advantages

- Vantis Express is different from other concept research in that it evaluates each concept against normative data amassed by Ipsos Vantis over 20 years – more than 20,000 cases studied in the technology, durables, services and health sectors.
- Results are easy to understand and act upon.
- Written reports deliver expert point-of-view, powerful analytics, and supporting data, not research jargon.





Vantis Express Deliverables



- **Market Success Score:** A market proven measure of demand, scaled for easy interpretation across diverse product categories. Concepts cleared by the Ipsos Vantis thresholds have demonstrated more than 70% success rate in market.

- **Key Measure Scorecard:** Comparison of your new product's key survey scores to the Vantis Database – the world's largest database of Key Performance Measures – to identify Hidden Winners and uncover areas for improvement.

- **Key Market Segments:** Demographics, media habits, and information searching behaviors for those most likely to buy your new product offer.
- **Critical Success Factors:** Phrase-by-phrase reasons why people will buy, based on a concept highlighter exercise.
- **Top 5 Phrases:** Ranking of the top concept phrases that reach and persuade the most consumers, so you may continue to enhance communication of your product.
- **Message Power Score:** Message effectiveness and suitability for mass marketing. The Ipsos Vantis database helps you plan marketing for your new product.
- **Buzz Power Score:** The Ipsos Vantis database confirms word-of-mouth potential, suitability for grass roots marketing and planning of internet marketing.

Schedule

To participate, simply provide Ipsos Vantis with your new product concept(s), preferably branded and priced, and three weeks later we'll provide you with a comprehensive report based on consumer feedback. The Vantis Express program is now available in US, China, UK, Germany and France on the dates shown. Other countries will be added in the coming year. If the schedule below does not meet your needs, or you have specific requirements that cannot be met in the quarterly Vantis Express program, inquire about a customized Vantis program that would be more suitable for your business.

Schedule	Authorization Deadline	Concept Deadline	Results Available
Q4	Nov 22, 2010	Nov 30, 2010	Dec 21, 2010
Q1	Feb 16, 2011	Feb 23, 2011	Mar 15, 2011
Q2	May 18, 2011	May 25, 2011	June 15, 2011
Q3	Aug 10, 2011	Aug 17, 2011	Sept 7, 2011

About 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, identifying key drivers of demand, and optimizing 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.