

CREATIVE | SPARK EARLY

Quickly screen early ideas and creatives to spark creative development, early

THE BUSINESS CHALLENGE

How to bring a creative idea to life and deliver it with maximum impact?

- What are the best insights, ideas and creative expressions that best engage and resonate with consumers?
- How to learn quickly and inspire the creative development process and accelerate it?
- How to optimize early creatives prior to full production?

THE SOLUTION

Available online as DIY on the Ipsos.Digital, secure, easy-to-use platform, and globally through Ipsos account teams, to provide an understanding of early creative and ideas with quick answers.



Measure memory encoding potential and brand linkage potential



Designed to identify the strongest insights, campaign ideas and early creative



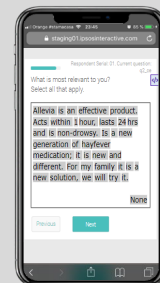
Optimize creative before full production



Combination of full diagnostics and residual feelings.

COPY EVALUATOR

A series of 3 questions helps to understand the right combination of messages to generate the greatest consumer appeal. By identifying key words and phrases that drive consumer interest, Ipsos can deliver specific recommendations for developing optimized communication.



WHY CREATIVE | SPARK EARLY?



SPEED

An understanding of your early creative and ideas in as little as 24 hours.



IPSOS EXPERTISE

Expertise of Ipsos people to curate data and combine real time findings and analytics.



FLEXIBILITY

Offered in a range of options from self – service to full service to fit your timing, budget and business needs.