

**BE
SURE.
ACT
SMARTER.**



DO YOU WANT TO BE SURE?

Dear reader,

In this magazine you will get acquainted with Ipsos. You will discover how we help our partners address their challenges – and perhaps we can also help you too.

We hope you will enjoy getting to know us.

Best regards,

Ipsos Danmark

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We're experiencing a radical shift in how products and services are chosen. This means that marketers who recognize and relate to their audience can reshape demands – and win a huge competitive advantage. But before you can transform expectations, you need to understand your audience and their context with empathy. That's where Ipsos come in. ”

Klaus Mikkelsen, Country Manager



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THE FUTURE OF MARKET RESEARCH

Ipsos Denmark is part of the international market research specialist Ipsos with offices in more than 90 countries. Through in-depth market analyses, we help our customers understand the complex world in which we live in and inspire them to make better and smarter decisions.

We have a deep knowledge of local conditions and of a wide range of industries such as FMCG, telecommunications, tourism, durables, healthcare, finance, tech, and media. This is your guarantee that we match your specific challenge.

In 2019, 2020 and 2021, Ipsos was named the world's most innovative market research company according to the GRIT report (GreenBook Research Industry Trends). The report states that Ipsos' position can be explained by its continuous efforts to embrace new business models and launch new products.

We are passionate about getting closer to understanding modern consumers and becoming a part of their daily lives. We do not focus on either qualitative or quantitative methods, but on the right combination of both.

The winning companies of the future are the ones who manage to make real people feel that they are connected to them.

We look forward to helping you connect with consumers and getting ahead of the curve.

MARKET STRATEGY AND UNDERSTANDING

Do you have the tools to make smarter decisions faster and more consistently across markets?

We do! Ipsos helps clients identify where their market is heading, identify their best growth opportunities and anticipate and harness disruption. Equipped with a wide range of specialised services, we can provide accurate and relevant information that will help you with your market and brand strategy, understanding, and performance by analysing the society, markets, and people.

MARKET STRUCTURE

Understand your consumers, categories and competition and make the changing world easier to navigate in.

- **Usage and Attitude Studies** – our modular studies provide early insights, short feedback loops, and fit-for-purpose design, enabling you to get ahead of the curve.
- **Actionable Segmentations** (e.g. Demand Spaces) – enables you to define growth objectives, select variables that drive brand choices, and ensure the segmentation is embedded in your organisation.
- **Market Landscape** – helps you understand how consumer needs, perceptions, and product use shape the market.

SHOPPER JOURNEY

Grow sales in an omnichannel world and optimise your shopper strategy.

- **LIFE Path** – provides a deep understanding of the path to purchase using a holistic approach covering on-premise, online, mobile, and voice shopping.
- **iDNA** – focuses on eCommerce and maps the online path to purchase, uncovers online shopper dynamics, and optimises conversion online.
- **Simstore** – a virtual shelf technology describes how shoppers make decisions, enabling you to improve navigation and optimise retail conditions and package design.

BRAND POSITIONING

Optimise your brand positioning, portfolio and growth opportunities.

- **The Censydiam framework** – delivers a robust understanding of consumers' emotional and functional needs.
- **Censydiam Metaphors** – understand consumer motivation and brand perceptions through their reactions to visual cues.
- **Brand Positioner** – provides a blueprint for how to fuel brand growth by uncovering consumers' true needs.
- **Brand Compass** – determine how your brand should respond to new consumer behaviours and attitudes.
- **Brand Mental Networks** – identify mental shortcuts that trigger your brand in the consumers' mind so you can influence choice.
- **Brand Assets Evaluator** – captures non-conscious associations that consumers make with the brand and identify the ones that drive brand growth.



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DEMAND SPACE SEGMENTATION TOOLBOX

How do we optimise and identify growth potential for brands and markets through a validated segmentation model?



With this model, we get a deep understanding of consumption within each demand space: What do consumers really want, why do they want it and when. ”

CARLSBERG CASE

Carlsberg is a global company managing more than 450 different brands worldwide with different positionings across different markets. **In a situation where the beer category is not growing, Carlsberg wanted to dig deeper into demand spaces (drinking situations) and to use the most advanced segmentation tools to optimise and identify growth potential for their products.** Ipsos was chosen to carry out large-scale analyses of consumer motivation, competitors and beer potential across more than 40 different markets. The result is a new global segmentation tool for Carlsberg – and detailed insights into what drives the consumption of different beverages in different situations.

“In Carlsberg we want to grow our brands through a Demand Space Segmentation Model. Ipsos has the muscle, the brains, the likeability and the right level of flexibility to define these segments and to identify the growth opportunities within them. This is a key enabler for our growth story.”

Consumer Insights, Carlsberg Group

The development of Carlsberg’s Demand Space model takes offset in Ipsos’ deep segmentation capabilities, helping to uncover growth potential for specific brands on the market. The methodology is proven by research and our analysis includes the newest technologies and insights from both qualitative and quantitative research.



Click here or scan the QR code to get more info about the tool



Click here or scan the QR code to see all cases

THE CHALLENGE

To develop an advanced segmentation tool from a number of demand spaces or drinking situations:

- Based on the most advanced integration of HOT and COLD methodology, combining intuitive/contextual techniques with more rational approaches.
- Getting closer to the real life of consumers, uncovering their unconscious and conscious choices, emotional drivers and potential for drinking beer.
- Enabling Carlsberg to have even more accurate allocation of brands into segments and optimising the space for each of them across markets worldwide.

THE PROCESS

- Based on Carlsberg's research: Further prioritising and defining of drinking situations into an overall model of demand spaces (where beer is relevant).
- Quantitative demand space sizing on selected markets:
 - Sizing of segment (drinking moment) – quantity consumed.
 - Motivations: why people drink and motivation for different brands.
 - Rejections: Reasons for not choosing beer in specific situations.
 - Potential for beer in each drinking moment.
- Developing a global demand space map (>40 markets).

THE RESULT

Examples of the outcome so far:

 <p style="color: white; font-weight: bold;">Specific recommendations on how to optimise markets and to grow within them.</p> <p style="color: white;">Possibility to identify gaps and point to relevant product development/adjustment.</p>	 <p style="color: white; font-weight: bold;">New insights into brand stories between, for example, Tuborg (more music), Carlsberg (more “hygge” and history) and Grimbergen (more reward and indulgement).</p>	 <p style="color: white; font-weight: bold;">With globally relevant demand spaces, the model transforms into a strategic tool across Carlsberg's global organisation.</p>
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“ We now have a global and behavioural segmentation model that shows us opportunities to grow beyond the beer category. It also helps make each of our key brands distinct in their positioning, which enables us to manage our complex portfolio very well. With the new model we better understand the motivations behind why people drink what they drink, we are able to size the growth potential and define actions to grow.

Ipsos has been our partner for the biggest part of our journey. They have a global organisation with their own methodology and access to an enormous pool of consumer data for benchmarks. And most importantly: they have shown curiosity and a great willingness to develop with us and to be meeting our specific needs.”

VP, Consumer Insights, Carlsberg Group

INNOVATION AND FORECASTING

Our solutions evaluate, screen, and forecast your innovations and optimise appeal. For your innovation pipeline we offer a suite of solutions for categories of consumer goods, durable products and digital innovations and services.

EARLY INNOVATION

For your innovation pipeline we offer a suite of solutions that evaluate, test and prioritise claims, varieties, names and visuals. We validate ideas & concepts and assess their market potential. We identify the optimal positioning, including price and line-up by revealing true incrementality and through simulating in-market activation scenarios. Finally, we assess post-launch performance.

PRODUCT TESTING

The product testing solution enables clients to achieve product superiority through innovation or renovation. We provide the ideal balance of technical rigour with prescriptive guidance at the fast pace our clients need to achieve superiority at every stage of the lifecycle of the product.

As the world's largest product testing adviser, we provide a suite of solutions based on **“Real Insights from Real People”** for **sensory optimisation, category appraisals, prototype screening, concept/product fit, competitive benchmarking, cost savings and product quality improvements.**

PACKAGING RESEARCH

Packaging is fundamental to brand identity. Ipsos has 40 years' experience unravelling the role that packaging plays in affecting consumer demand. We evaluate, optimise, and forecast the potential of new packaging. We early-stage package development through to in-home testing and later stage validation. We combine hard data of sales potential with active and passive learnings to optimise packaging of your products.

USER EXPERIENCE

A user experience (UX) comprises everything a person experiences and feels before, during, and after using a product, system, or service. We can help you create transformative experiences by keeping users at the heart of the design process through the entire product lifecycle.



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PARTNERING THROUGHOUT THE ENTIRE INNOVATION JOURNEY

How do we optimise your innovation processes from idea to concept to drive actionable business impact?



Ipsos is very focussed on our market. They don't sell us a standard concept. Instead, they challenge us back in order to set up a research design and an innovation process tailored to our very specific challenges. ”

NOVOZYMES CASE

Novozymes OneHealth is the human health unit of one of the world's leading biotech companies. They carry out research into solutions to help improve gut health for the 3 out of 5 people worldwide who struggle with regular digestive problems. And they are driven by a mission that solutions should not only provide relief to a specific problem but also be designed to meet the reality of consumers' daily life and routines.

Ipsos has helped design and lead Novozymes OneHealth through an innovation journey.

The first phase uncovered the discomforts people experience and which solutions are more attractive, thus helping Novozymes to re-define the market and identify white spaces. The next phase focussed on the development of final concept and let its actual market potential unfold on selected main markets. When the final solution has been developed, the brand name, pricing, key messages etc. will be tested.

“The next great product innovations are always hidden in the detail. Ipsos helped us dig deeper beyond the frame, which has led to the innovation journey we have been on together. And their translation of the many insights into actionable recommendations helped us integrate consumer reality with our product development.”

Head of Digestive Health Venture at Novozymes

The Ipsos innovation toolbox covers the entire process from idea generation through prioritising, optimising, and market testing to actual evaluation of packaging and pricing prior to launching.



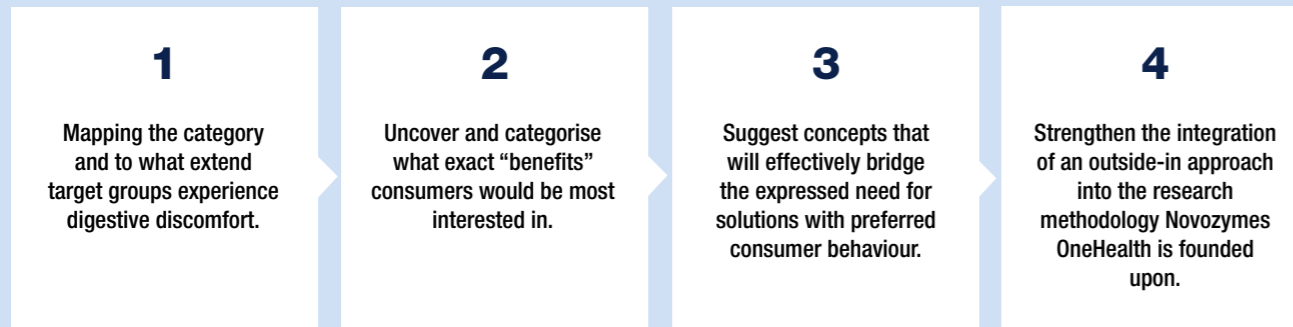
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THE CHALLENGE

Fuelled by consumer insights about gut health and digestive discomfort, the project must help:



THE PROCESS

Baseline research and ideas prioritising: To establish size and character of category. The results expanded the target group (since more consumers than expected experience digestive discomfort) and concluded that most consumers are lacking satisfactory solutions to resolve their discomfort.

Idea validation: Using Ipsos DUEL to identify most relevant "need" pockets (white spaces) in the market. The methodology, which focusses on explicit and implicit responses, uncovers consumer preferences. These propositions challenged and expanded the range of possible solutions substantially – and helped prioritise and focus concept development.

Concept validation and strengthening: MOPP (Most Often Purchased Product) used as consumer defined competitor towards which the relative performance of a proposed concept is tested. This method identifies relevance, how the concept and its credibility differentiates between target groups. Results are expressed via the unique trial potential.

Business impact and tactical testing: Deep insights regarding solution attractivity, key concept messages, benefits and reasons to believe. All transformed into strategic value proposition building blocks. After further product development, tests will help identify a best brand name, an exact price point and consumer positioning.

Ipsos' Innovation concepts and methodology have been used through the entire innovation journey. Multimarket approach to cover strategic regions and to dig out differences in consumer behaviour and preferences but also prevalence of the specific type of digestion problem.

THE RESULT



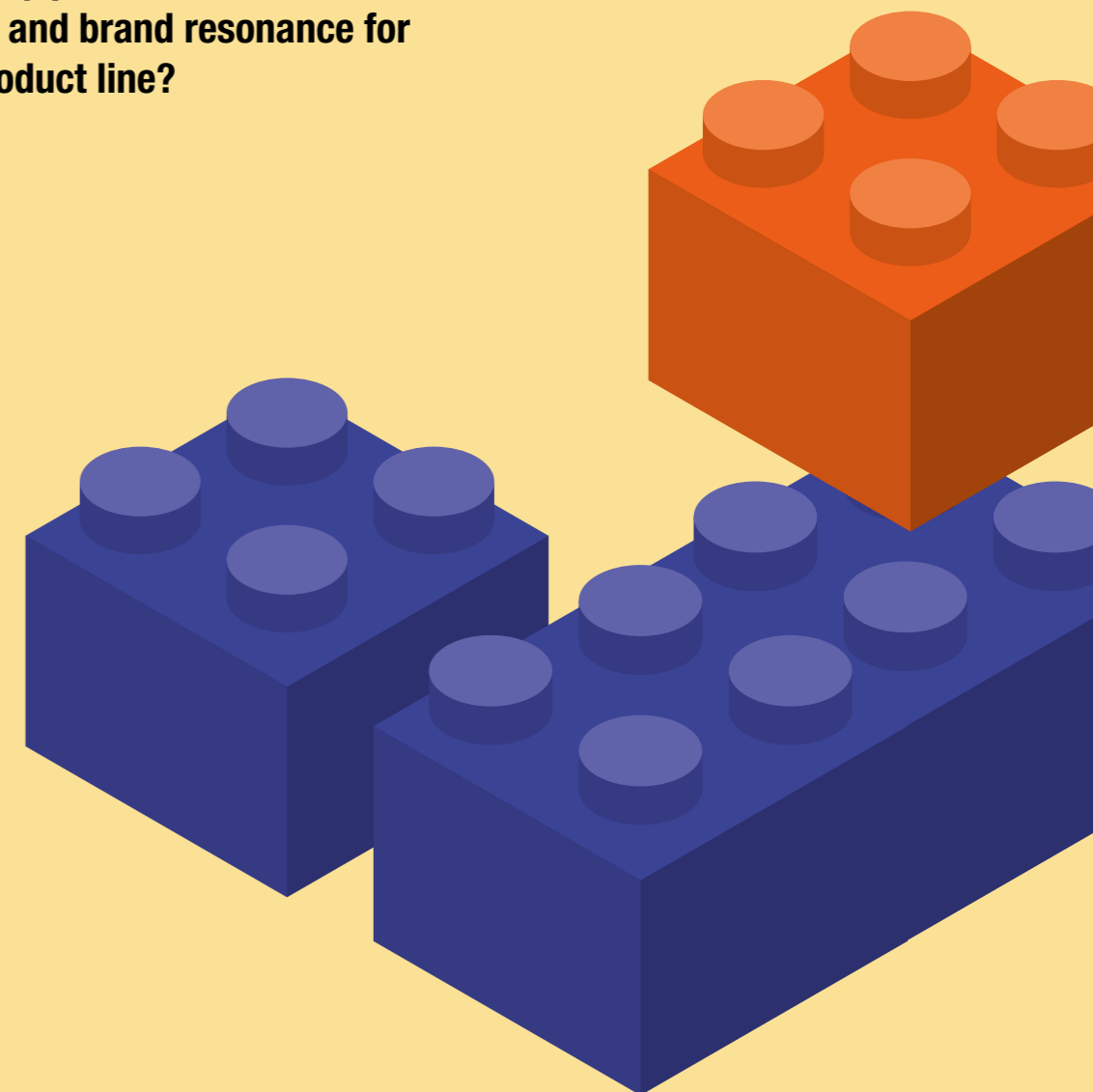
A deeper understanding of how consumers experience digestive discomfort and their actual strategies – or lack of same – to tackle it. Concept innovation and testing with specific road-to-market recommendations on how to improve business potential.

“ It was useful to get guidance from Ipsos' established innovation space/concept test methodology. We have gotten valuable deep insights. And Ipsos really helped us translate the results into our own working process and corporate product development framework.

Head of Digestive Health Venture at Novozymes

VALIDATING LEGO INNOVATION BY REPLICATING REAL-LIFE DECISION MAKING

How to realistically predict and forecast market potential and brand resonance for potential new product line?



The outcome exceeds our expectations. From day one Ipsos met us with seniority and a tailored team of experts to meet our challenges. They truly understood our goal to test in a more real-life environment. ”

LEGO INNOVATION CASE

LEGO stimulates human creativity and resonates across gender, geography and cultures. When developing a new product line – a LEGO innovation – it’s imperative to test both market potential and how well the product supports LEGO’s values of diversity and inclusion. In addition, it is imperative to choose a research methodology that help diminish the gap between test-forecasted results and actual market performance.

Ipsos met these challenges with a unique combination of testing both among kids (users) and parents (shoppers), recognising both as strong influencers on what toys end up in kids’ rooms. By using behavioural science, Ipsos replicated real-life ‘choice and buying situations’ when testing product line potential across key markets. Both elements improved data credibility. Combined with the expertise of the Ipsos team, the number of deep strategic insights was taken to a higher level. Furthermore, it helped eliminate prior product uncertainties due to strong proof-of-concept for the potential of a new product line.

“Ipsos’ unique innovation research design, replicating real life environments, helped us validate that our new LEGO innovation idea is relevant to both boys and girls. This is of great importance to us.”

Senior Manager, Global Insights, LEGO

Ipsos are unique as they offer testing in a competitive context, where real world decisions that consumers will make are mimiced, to assess their attitudes and intentions towards the product. The results are benchmarked against our enormous international database. Ipsos tailored a solution to LEGO specifically, while maintaining the strength in the validated innovation thinking that Ipsos is so famous for.



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THE CHALLENGE

To create a setup for concept testing that mimics real-life choice and buying situations to help forecasting actual market potential and performance. The project needs to answer:

- Does the new product line resonate with LEGO’s brand position to help further diversity and inclusion?
- How well does the overall concept appeal to kids and to what level are parents willing to buy the product – as well as correlations between the two?
- Deep dive into the effects of different design of the story narrative, different model designs, model sampling, market potential and competitors?

THE PROCESS


Large scale quantitative analysis across three global key markets. Unique Ipsos approach with parallel testing among both kids and parents: In real-life product appeal, choice and actual trial/buying is a complex interaction between kids as influencers and parents as decision makers/shoppers.

Overall test design focussing on:

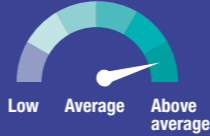
- Validation of concept: overall design lines, identification with characters and appeal across ages and genders.
- Isolating impact from different elements of the story: video, visuals, text and building experience.
- Using behavioural science to mimic real-life situations predicting choice strength towards kids, in-market trial index as well as predicting optimal mix of models.


THE RESULTS

More specifically, the project has led to:




Proof-of-concept:
Very high appeal and all design directions achieve Trial Indices well above market level for both kids and parents.





Strategic recommendations on how to sample products and build synergy from the various elements of the universe and the storytelling. Specifically with regards to secure appeal across genders.



Establishing important trust within the organisation regarding both the specific data and the value of research during product innovation.

“ Ipsos is challenging us to be more holistic thinking in our approach to concept testing. On the result side we have been presented with deeper insights and data, as well as benchmarks from the Ipsos Toys and VG database, which was of high value and importance to build internal confidence to our senior leadership team.”

“This project has showed us what best-in-class looks like. As such, the ultimate outcome is that Ipsos helped us to reestablish trust in data and value their strategic insights. I am sure this will inspire us when developing our research-journey further in LEGO.”

Senior Manager, Global Insights, LEGO

ADVISORY SERVICES: STRATEGY3

We're not a consulting firm, research agency, or innovation lab.
We're all three.

We believe that in order for any business strategy, marketing plan, brand positioning, or new innovation to be successful, it must do three things: be rooted in the organisation's strategy, be informed and inspired by customer research, and drive through to actual in-market activation. While there are many firms that advise on growth, very few deliver on all three.

WHAT WE DO:

We specialise in helping businesses grow – we explore markets, understand consumers, build brands, and develop new products.

Our dedicated business combines research and advice to define the most relevant, impactful, and differentiated growth strategy. Each one of our engagements is built with a view towards activation and business impact. Leveraging the research capabilities and global reach of Ipsos, our multidisciplinary team of experts work together to answer your complex business questions on customers, markets, brands, innovation and strategies for future success.

Our bespoke service helps you address business questions in these five broad areas:

- **Customer:**
Who are the right customers for your brand and how do they behave?
- **Market:**
What are the key market and channel dynamics right now that you need to be aware of and how should you respond?
- **Brand:**
How can you position your brand to best resonate with both customers and employees?
- **Innovation:**
How can you fill your innovation pipeline and find the next big thing to ensure continued growth?
- **Future:**
How can you make sense of today's volatility, anticipate the future and shape long-term success?



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PORTFOLIO OPTIMISATION FOR FUTURE GROWTH

How do we prioritise within the portfolio to help optimise sales?

HARIBO



The level of detail is impressive – we have gotten a combination of overall strategic insights as well as very specific product/domain related recommendations. ”

HARIBO CASE

The Danish sugar confectionary market is saturated and defined by many brands each offering a range of products. As the market leader, HARIBO wants to continuously deep dive into the dynamics of that market. **The ambition of this study was to get a deeper understanding of what differentiates competing products and brands in this category, as well as acquiring input on how to prioritise within the product portfolio in order to help both HARIBO and retail customers to optimise sales.**

Ipsos’ portfolio study has provided new and deep insights into the sugar confectionary market dynamics at a detailed product level. Additionally, by integrating HARIBO’s existing consumer category framework, this new consumer-driven research has identified ways to strengthen consumer category navigation, as well as specific recommendations on how to prioritise category assortment to fit the consumer and shopper needs.

“This study is as complex as our portfolio. It takes extraordinary skills to translate and communicate the outcome into strategic insights that we can integrate into our workstream. Ipsos has proven that ability.”

Nordic Marketing Director, HARIBO Lakrids A/S

Ipsos have experts specialising in very complex data analysis. If you wish to know more about this or portfolio analysis studies in general, don’t hesitate to reach out to our experts.



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THE CHALLENGE

In a mature market, HARIBO focusses on new paths for optimising their business for both HARIBO and for its grocery retail clients. The portfolio study aimed at providing a deep dive into:

1. How do consumers perceive the wide variety of individual sugar confectionary products?
2. How do HARIBO products compare with or differ from their main competitors?
3. Growth opportunities; based on category drivers and barriers, how to prioritise current and new products within HARIBO’s portfolio?

THE PROCESS

Creating a **Portfolio Road Map and Initiative Masterplan**, by:

- Integrating the emotional drivers of HARIBO’s existing consumer category framework into a...
- Portfolio mapping Study using Ipsos’ unique market structure methodology, which is designed to uncover complex market and product landscapes, in combination with a...
- Total Unduplicated Reach and Frequency (TURF) Analysis, grouping 100 different products (own and competing), helping to understand how products complement each other or overlap.

The local Ipsos team has worked closely with Ipsos’ global portfolio analysis team which specialises in very complex analysis such as these.

The study entailed a 15-20-minute quantitative online survey (device agnostic) with more than 1,300 respondents across different target groups. The respondents were asked to go through 12 rounds of similarity exercises, which accumulates an enormous amount of data, which the Ipsos team translated into actionable insights.

THE RESULTS

More specifically, the project has led to:



A mapping of HARIBO Products versus competitive products.



Identifying a number of market gaps and growth opportunities.



Deep insights into the product portfolio, indications on how consumers navigate as well as which products compete with each of HARIBO’s own.

“ The Ipsos team is very professional and insightful. They balance their methodological expertise with a genuine respect towards our internal teams’ already deep knowledge and insights into our own products and category. And Ipsos has been able to provide value from the portfolio study to all levels at our organisation.”

“Ipsos’ international expertise and global presence is a big advantage to us. We can easily take the methodological setup of the portfolio study to e.g. our other Nordic markets and know that Ipsos will deliver all the way.”

Nordic Marketing Director, HARIBO Lakrids A/S

CREATIVE EXCELLENCE

Explore the communication strategy and uncover the best idea and creative route.

CREATIVE | LABS

Accelerate creative development with same-day insights, bringing understanding of how people experience creativity and how to optimise communication ideas and early creative routes, such as text, manifestos, storyboards, mood boards, and early videoboards and animatics.

Creative|Labs is an integrated quant-qual advertising research and is designed to fuel creativity early in the process to maximise advertising investment by revealing the “what”, the “why”, and the “how”.

Strengthen confidence amongst all client’s stakeholders by facilitating communication decisions and alignment during the lab day and by offering a same day live debrief of the results.

CREATIVE | SPARK

Captures realistic attention metrics in a distracted environment and observes the reality of how people make choices. It draws from multiple scientific disciplines to measure a range of thoughts, feelings, and emotions.

With a sales-validated Creative Effect Index, facial coding as standard, and utilising the latest techniques in text analytics and machine learning, **Creative|Spark** provides deep holistic diagnostics to unleash great creative so you can spark your business.

The solution is offered in a range of options from self-service to full service allowing you to get results in as little as 24 hours. **Read more on page 33**

CREATIVE | DEVELOPMENT

We offer a selection of dedicated services online and in person to explore and uncover generation of insights, ideas and early creativity. We help brand teams and agencies along the creative development process to:

- Curate knowledge that can serve as a springboard to inspire new communication territories.
- Observe people to reveal useful insights.
- Find out how the brand can play and fuel creativity further, to push the boundaries and find the sweet spot.

Our creative research experts will help your teams find and nurture big ideas and unleash the creative expressions which can best bring the idea to life.

CREATIVE | IMPACT

Measures the effectiveness of advertising across a range of media touchpoints to cut through and contribute to short- and long-term effects for your brand (post test).



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MEET YOUR EXPERT

Ipsos’ state-of-the-art communication research utilises the latest knowledge within behavioural data and neuroscience to get as close as possible to real-life exposure to adverts. By showing the test advertisement in a natural context of other ads to build cognitive load or having it live in its intended online platform, we can get trustworthy results that reflect reality. We are the world’s most innovative market research company three years running, and we invite you to see how you can save money by testing your adverts in a close-to-reality setup.

We invite you to see how you can save money by testing your adverts in a close to reality setup. ”

Alexander Asmussen
Head of Creative Excellence



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CREATIVE PLATFORM AND ADVERT PRE-TEST

Can we pre-test the advertisement to ensure it supports both short- and long-term brand strategy?

Danske Spil 



We experienced great professional understanding and respect for the creative work. And we are particularly positively surprised at how operational the recommendations are. ”

DANSKE SPIL CASE

Danske Spil is developing a new creative platform for the large brand Eurojackpot. The goal is to position Eurojackpot as the 'life-changing prize' and, thus distinguish the product more clearly from Lotto. Simultaneously, the new communication must succeed in reaching a younger target group more clearly.

Ipsos has pre-tested an advert using Creative|Spark. Among other things, the test has shown the emotional responses of various target groups to the ad's messages and story by using Ipsos' neuroscience tools. The results, combined with very tangible recommendations, make it possible to perform crucial adjustments in the advert – already in the development phase.

“As a test concept, Creative|Spark is strong and innovative because it combines qualitative and quantitative insights in a good way. The output is great both in terms of width and depth – and the process is efficient.”

Head of Branding & Campaigns, Danske Spil A/S

As a part of Ipsos' Creative Excellence toolbox, **Creative|Spark** is a strong online tool for testing and help developing advertisements online. Our analyses help our clients make creative elements as effective and targeted as possible.



Click here or scan the QR code to get more info about the tool



Click here or scan the QR code to see all cases

THE CHALLENGE

To develop a creative platform for Eurojackpot that positions the product more independently and appeals clearly to a younger target group. The project should provide answers to:

- How do the creative concept and the ad's messages appeal to different target audiences?
- The extent to which the ad succeeds in creating a differentiated position for Eurojackpot; without unnecessarily alienating Danske Spil's well-known Lotto product.
- Relevant changes and optimisations in the creative universe and the storytelling that can increase the impact of the finished campaign.

THE PROCESS

The test was conducted via Ipsos' pre-testing tool Creative|Spark, as an animatic test (testing a cartoon version of the ad), in order to clarify:

- **Brand Attention:** Does the ad break through the clutter and is the brand remembered?
- **Behaviour Change:** The ability to influence short-term choice intent.
- **Relationship Change:** The ability to influence long-term brand relationship/loyalty.

Accompanied by specific diagnostic questions and open-ended questions for the respondents, which contribute with explanation of why the ad performs as it does.

200 respondents across the selected age groups 18-39 and 40+ years old.

Creative|Spark uses an Emotional Neuroscience Tool (Facial Coding): Changes in facial expressions are monitored through the respondents' device camera. It shows the respondents' unconscious and genuine emotional response to the ad - second by second.

THE RESULT

Examples of the tangible output:

 <p>Recommendations for changes in the relationship between the ad's branding elements and specific scenes.</p>	 <p>Specific feedback on the ad's scenes that point to prioritising an editing of several short stories rather than one long story.</p>	 <p>Precise advice on to whom the different parts of the ad appeals in order to enable an optimisation of the planned campaign.</p>
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“The ad did not completely hit the nail on the head in the first version. But we learned tremendously from the test on how to adjust, especially the details of the creative execution, which we brought with us in the further creative process.”

“We had high expectations to the test and were not disappointed. Facial Coding uncovers the emotional reactions and the open-ended questions provide a surprisingly deep insight into the qualitative. So, we get to the substance quickly which enables us to reflect on the things that really matter: how to prioritise the results in the further process.”

Head of Branding & Campaigns, Danske Spil A/S

OPTIMISING ADVERTISEMENTS FOR YOUTUBE PERFORMANCE

How do we optimise viewer attention in YouTube advertisements?

PANDORA



The key differentiating point for us is the in-context testing. We got a deep understanding on how well we can keep viewer attention as well as specific suggestions to improve messaging, storytelling etc. ”

PANDORA CASE

YouTube is not only a powerful advertising media, but also a challenging commercial environment where users often chose the “opportunity to skip”. Ipsos’ Creative|Spark Digital offers the opportunity to test commercials in an actual YouTube context, which is the backbone of many digital campaigns.

In this case Pandora got a clear answer on whether to pay for the “un-skippable option” as well as unexpected strategic insights on how to optimise the mix of branding and selling messages with the holiday season. The latter thanks to a deep dive into Ipsos’ extensive benchmark of the performance of other seasonal campaigns.

“We appreciate an agency that is not just following our train of thought, but dare to challenge us on how to get the most out of their testing methodology. Ipsos did this.”

Consumer Insights Manager, Pandora

Creative|Spark Digital is part of Ipsos’ Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. This online tool offers the possibility to test commercials live in the real-life environment of YouTube, Facebook, Instagram and TikTok.



Click here or scan the QR code to get more info about the tool



Click here or scan the QR code to see all cases

THE CHALLENGE

To uncover specific and general optimisation possibilities to strengthen the performance of Pandora’s holiday commercial.

The project needed to answer:

- The strength of the commercial in order to trigger short-term stimulation of buying Christmas gifts and the long-term branding effects for Pandora?
- What are the emotional responses to the commercial and how does it appeal to consumers?
- How to place and target the commercial most effectively on YouTube?

THE PROCESS

The commercial was launched on YouTube and tested among a broad audience using Ipsos’ Creative|Spark Digital with a real-life Youtube-environment.

This helped clarify:

- Brand Attention: Does the ad break through the clutter and is the brand remembered?
- Behaviour Change: The ability to influence short-term choice intent.
- Relationship Change: The ability to influence long-term brand relationship/loyalty.
- Skip rate and skip time: Compared to Ipsos norms.

Accompanied with specific diagnostic questions and selected questions on purchase behaviour, which contribute to explanation of why the ad performs as it does.

Additionally, Ipsos used its global campaign benchmark database to compare test results with the performance of other Christmas campaigns to separate the seasonal bias on short-term and long-term brand effect.

THE RESULTS

Case result examples:



The test confirmed that the commercial is likeable and creates a strong brand attention.

Likeability



Weak Strong

Brand attention



Weak Strong



“The reporting connected the points across different diagnostics and elevated this to a coherent story. And Ipsos gave us something extra: truly valuable insights into the potentials and possible restraints from campaigning for the Christmas season.”



The test delivered a number of deep insights pointing to new tactical considerations when placing, timing and mixing messages for campaigns over the year.

“ It has been a smooth cooperation. Ipsos’ consultants have been really good guides for us, thus maximising our outcome from the test. Overall, a really good experience.”

Consumer Insights Manager, Pandora

SIMSTORE

Measure the success in a real-life competitive context.

Simstore is Ipsos' research platform that uses virtual technology to help understand and predict behaviour at the point of purchase. Our platform helps clients quantify winning strategies through simulated brick & mortar and e-commerce shopping environments.

With Simstore, clients can get to the root of how shoppers make decisions, optimise navigation and retail conditions, and measure success of new products and package designs.

SIMSTORE SHOPPER

Understanding shoppers' sub-conscious decision-making process is crucial for successful category management and for a constructive retailer dialogue.

Simstore replicates the real-life purchase situation, measuring behaviour in a realistic and competitive environment. Simstore Shopper identifies the shopper decision tree based on actual choice behaviour at the point-of-purchase. These insights can be used for building a compelling category offering: optimising shelf layout, improving in-store and on-pack communication, or to start new product development.

SIMSTORE INNOTEST

Innovations need to stand out from the crowd on the shelf to succeed. Simstore replicates the real-life purchase situation, virtually testing new products in a realistic and competitive environment. Building on more than 40 years of innovation experience, Simstore InnoTest takes into account both behavioural and attitudinal measurements, to accurately predict market success.

SIMSTORE PLANOGRAM

An effective shelf layout is key to drive brand and category sales, and to improve shopper experience. Simstore replicates the real-life purchase situation, measuring behaviour in a realistic and competitive environment. Simstore Planogram Optimisation measures the impact of planogram and/or POS, guiding your planogram implementation strategy.

SIMSTORE PACK

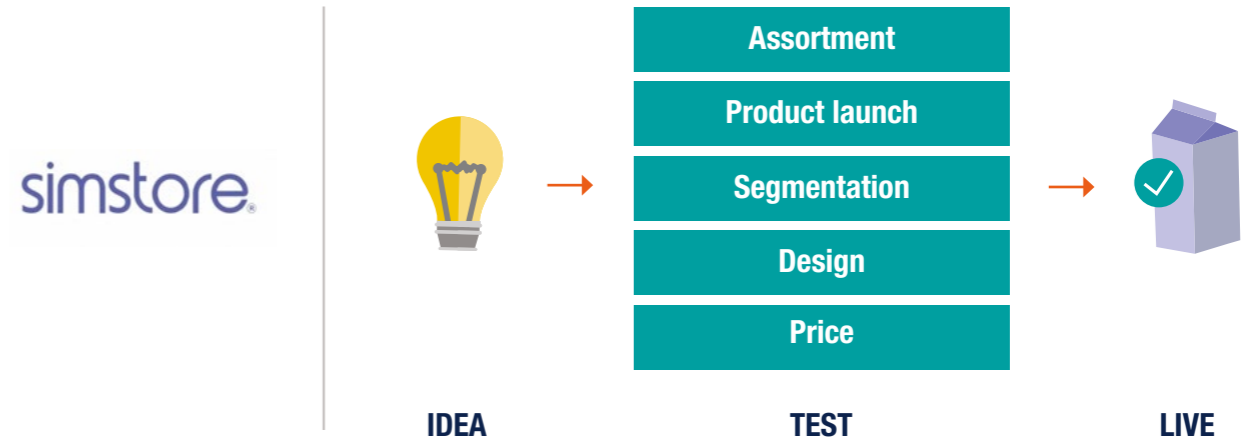
"As shoppers often only spend a few seconds at the shelf deciding which product to buy, understanding shoppers' reactions to a new pack in a competitive context is crucial. Simstore replicates the real-life purchase situation, testing your new packs in a realistic and competitive environment. Simstore Pack combines key behavioural and attitudinal KPIs, helping you optimise your design before launch."

SIMSTORE PRICE

Predicting shoppers' reactions to a product price is key for creating a successful price strategy. Simstore mimics real-life purchases to estimate market reaction to price changes for both existing and new products. We combine virtual store technology with choice based conjoint. Simstore helps you create a winning price strategy for your product or line by predicting price sensitivity, willingness to pay and cannibalisation.

SIMSTORE ASSORTMENT / LINE OPTIMISATION

Retail space is limited and many products overlap. Finding the optimal product line is about understanding how much each SKU contributes to the line in order to maximise reach. The Simstore platform mimics real-life purchases and enables testing of different line strategies in a competitive environment. Simstore helps you optimise your product line strategy by predicting the optimal range of products in the portfolio.



Supported by a team of seasoned shopper and packaging design experts, Ipsos Simstore offers realistic, highly accurate scenario testing, including 2D and 3D shelf views, 360° store views and e-commerce views.



Click here or scan the QR code to read more



CAPABILITIES

SOCIAL INTELLIGENCE ANALYTICS



MARKET EXPLORER

A comprehensive landscape mapping of motivations, attitudes, needs and habits that drive consumer behaviors, preferences and decisions in your category.



BRAND SONAR

Authentic and context rich brand and campaign performance insights designed to surface critical emotions, brand experiences and distinctive brand associations.



INNOVATION SPACES

Uncover new innovation spaces and unlock future growth territories from emerging unmet consumer needs and lead-user innovations.



PRODUCT INTELLIGENCE

Unlock your full potential with in-context product performance insights and the critical satisfaction driving product features from unfiltered consumer reviews.



TREND RADAR

A consumer-led trend approach designed to deliver critical insights on change drivers and foresee the future impact of macro and micro trends in your category.



DIGITAL PERSONAS

A new era of audience insights on lifestyle patterns, interests, digital touchpoints or media habits through a unique behavioural and conversational data ecosystem.



Click here or scan the QR code to read more



MEET YOUR EXPERT

INSIGHTS IN HOURS - DO IT YOURSELF OR TOGETHER WITH IPSOS

Our digital platform is a DIY research service with direct access to Ipsos solutions which is fully automated, from commission to delivery.

It is fast and easy to use. It takes only minutes to set up the research and results are available within a few hours. All our solutions answer a specific need and provide you with complete control over the project. You decide when to launch the fieldwork and manage it all at your own pace. This means you can make the most of your project resources, which makes it affordable.

The world is constantly changing. Therefore, the need for speed without comprising the quality of your data and insights is paramount. ”

Laura Lassen,
Associate Insight Consultant



Click here or scan the QR code for contact info



IPSOS.DIGITAL: DIY-RESEARCH

Get fast answers with our full DIY or researcher-assisted market research platform.

DIY research service is our digital platform with direct access to Ipsos solutions which is fully automated – from commission to delivery.

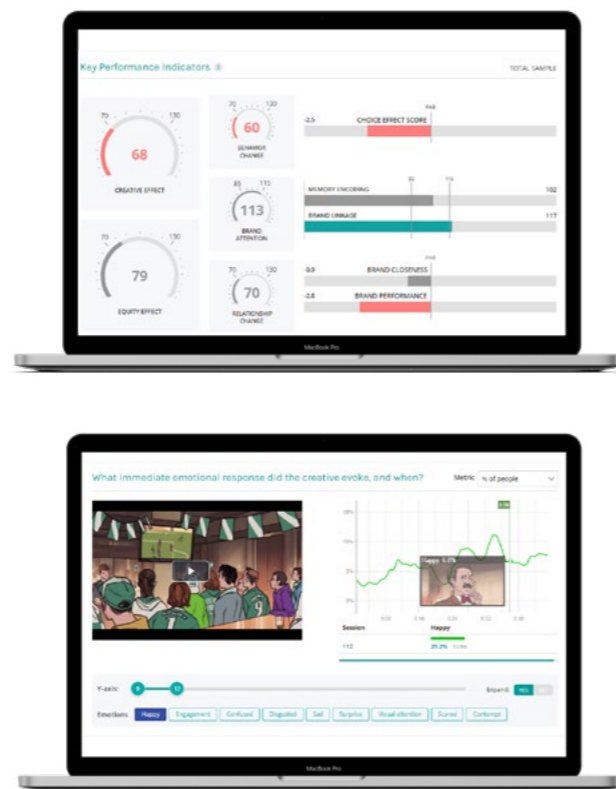
It is fast and easy to use, it takes only minutes to set up the research, and results can be available within a few hours. All our solutions answer a specific need and provide you with complete control over the project. You decide when to launch the fieldwork and manage it all at your own pace. This means you can make the most of your project resources, which makes it affordable. If you prefer, you can also engage Ipsos' experts to help setup and run your research through the Ipsos.Digital platform.

Join the digital world of Ipsos and try our innovative and fast solutions based on 40 years of expertise in market research. Create your survey, define the target, get automatic results with our agile and intuitive solutions to grow your business.

Get fast answers with our full DIY or researcher-assisted market research platform. Your gateway to instant insights - design your own survey, or tap into specialized Ipsos products – get live results in an interactive dashboard within less than 24 hours - Ipsos.Digital is a DIY research tool without sacrificing quality. You get global reach with access to more than 40 countries. And a suite of tools for ad hoc surveys or when having the need to test new marketing initiatives, whether that is an innovation, a creative, a name etc.

Our partners use Ipsos.Digital to ...

- take the quick pulse of consumer sentiments
- explore usage, behaviour, consumer opinions
- collect and understand spontaneous reactions to a statement, event or crisis
- get informed business decisions
- power strategies or defend investments
- deep dive into findings from traditional full-service research



Ipsos.Digital dashboard



“ Ipsos.Digital helps us address two key issues in our research: Access to respondents and rapid turnaround. With a target audience as specific as ours, these are the issues that challenge our research the most, and Ipsos.Digital has proven effective in both areas; particularly when it comes to short surveys on topics such as feature naming or individual design elements.”

Head of Client Insights, Saxo Bank



“ We have used Ipsos.Digital across our categories and found it useful exploring different consumer drivers and growth opportunity themes around our products. We primarily use Ipsos.Digital for more simple research and for territories where we don't need the strong backup from Ipsos consultants. As an organisation, we are maturing within Market Insights as a foundation for decision making, and the Ipsos.Digital tool, provides us access to research and Insights, that we would not have invested in through traditional agency support. So, all in all, **the tool both provides short term Insights for tactical performance, but also developing the organisation in the bigger picture, through more frequent access to Insights.**

On the more operational part, **we appreciate the easy modeling the tool offers, quick results and data that can be used immediately.** We wish for even more user-friendliness, more countries added and cost optimisation... perhaps through bonus related model (the more use... the better advantages)”.

Global Market Insights, Novozymes



“ Ipsos DIY Digital Platform have already proven to be an easy and agile tool for innovation research. The suite of DIY products has familiar methodology which has made the adaption to the wider organisation easier than other platforms we are using”

Global Insight Manager, Arla Foods a.m.b.a



Click here or scan the QR code to read more



WHY IPSOS

People & culture at Ipsos Denmark

At Ipsos Denmark, we aim to be the best employer on the Market. We are known for our unique friendly culture - and we strongly believe it should be fun working at Ipsos. There are 15 nationalities working at Ipsos Denmark, which makes it even more interesting to work at Ipsos and define our open-minded culture.

When working at Ipsos you can expect to be part of a committed, professional environment and community of the most skilled analysts and consultants who are passionate about understanding customers' market challenges.

At Ipsos, we value both your human and your professional skills. Therefore, we ensure that you can develop and improve your skills as part of our attractive employee benefits. You will find that your colleagues are proud of their work and that many choose to stay with us for many years.

We are very aware of our professional and personal differences – and we appreciate them. Only when using our professional and personal differences we deliver as the strongest team.

Our Engagement Score is high - why? Because our employees view us as a market leading company, feel respected by their managers and have trust in our Leadership Team.

We all define our unique culture and we have a huge focus on hiring new colleagues who can relate to our culture. How? We use Personality

assessment test/logics test as a dialogue tool during the recruitment process. Our People & Culture teams have many years of experience within this, and the final selection is made in close collaboration with the team manager.

VISION, MISSION & STRATEGY

At Ipsos Denmark we have a clear Vision, Mission & Strategy - and "People" has its own important focus.

We know that only through skilled and engaged employees we can continue having a relevant role on the market.

PERSONAL DEVELOPMENT

A career at Ipsos gives the opportunity to develop both hard and soft skills.

All employees get full access to our Ipsos Training Center (ITC) where they can participate on various courses. They also have full access to Ipsos Knowledge Center where all our published global reports are to be found.

Joining us on an Entry-level, our Generation Ipsos Programme is a great opportunity to meet other colleagues and work on a specific customers case. Additionally, in order to strengthen our local training activities we have created our very own Ipsos Denmark Academy. This is a great opportunity for you as an employee to get to know your colleagues even better!

CORPORATE SOCIAL RESPONSIBILITIES BY HEART

In Ipsos Denmark we don't only talk about CSR - we act! We have a dedicated local CSR Committee which works on various local CSR initiatives within the following areas: refugees, children and the environment. In September we have our annual fundraising "Ipsos Go Further" for our friends, families, past and present employees and clients. All the money raised will go to three chosen NGO's. We also have our Global Ipsos Foundation which supports a range of local initiatives.

EMPLOYEE WELLBEING

At Ipsos Denmark we know that it is very important to relax and have a balanced life. In order to make sure that we have the right focus on Employee Wellbeing, we have several support initiatives.

We have a strong focus on "overtime" and making sure that we navigate in client's demands and internal resources.



Click here or scan the QR code to read more



CAPABILITIES

QUALITATIVE RESEARCH WITH IPSOS UU

Understanding the why

COMMUNITIES

Communities enable brands to interact with consumers, patients, or citizens in real-time through collaborative environments. They help build insights, drive innovation, and gain influence by accessing on-tap audiences eager to provide input that will have an impact.

ONLINE QUALITATIVE

Advanced digital solutions and cultural shifts across all populations make Online Qualitative as it is a kind of title which should be emphasised a huge opportunity to e.g., access geographically dispersed or hard reach consumers and save time and travel expenses.

IMMERSIVE RESEARCH – ETHNOGRAPHY, IMMERSIONS, AND EMPATHY

We have developed a unique methodology that uses qualitative and ethnographic research, the expertise of anthropologists, filmmakers, and market researchers to get an unfiltered reality of people and their culture – communicated through film.

OPEN EXCHANGES

We have re-invented traditional methods of research such as focus groups and in-depth interviews, fuelling them with gamification, free interactions between participants, and co-creation with clients. A full portfolio of designs developed for specific business questions.

LABS

Our creative research experts will help your brand teams find and nurture big ideas and unleash the creative expressions which can best bring the idea to life.

CURATION

Make faster, more informed decisions in the most efficient way by curating all available data and communication insights and priorities to stakeholders throughout the organisations.

WORKSHOPS

Ipsos Insights-for-Impact workshops immerse our clients in people's stories and brings the research to life. This builds empathy and drives action that will impact the business. Our client will be able to distil the insights that really matter to their consumers.

CUSTOM PANEL

Online proprietary panels that closely mirror your target population and offer flexible research options, time, and cost efficiencies. Speak directly to your key customer segments on an ongoing, regular basis and follow trends in attitudes that drive consumer behaviour.



Click here or scan the QR code to read more



MEET YOUR EXPERT

IPSOS UU: UNDERSTANDING UNLIMITED

We are driven by a natural curiosity and strong desire to help our clients understand consumers all over the world. We consider all research projects unique and work closely with our clients to find the untold human stories that can be turned into business opportunities.

We apply cultural intelligence to reveal the unseen, the unsaid, the unasked. Technology brings us closer to real people in real life but human understanding reveals the potential power of one person's story.

The collective intelligence of the world's largest qualitative community means we know every small story is part of something bigger. We weave those stories together to create patterns that make sense of the world. Our global network of experts, from anthropologists to behavioural scientists, is fuelled by an intellectual generosity that means you never start from zero.

With us you are fluent in 88 cultures ””

Asger Mortensen, Head of Ipsos UU



Click here or scan the QR code for contact info



CURATED INSIGHTS LEAD JACOBSEN'S NEW BRAND STRATEGY

How to secure future growth for the
Jacobsen brand?



The curation model provides us with a holistic view to our tasks ahead – both with relation to the business side of things, the brand side of things and where to focus our efforts when we do our job. ”

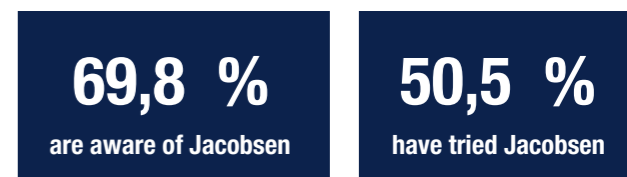
CARLSBERG JACOBSEN CASE

Even though most beer drinkers know the Jacobsen beer brand it lacks true impact in the marketplace. In order to set out a new strategic direction for a strong brand re-activation, Carlsberg needed a deep dive into existing knowledge about emotional drivers, market performance and growth potential for Jacobsen in its key demand spaces.

Based on both former Ipsos market research for Carlsberg and lots of other data sources, the Ipsos team cut through enormous amounts of information and helped not only to provide the right diagnosis but also to activate the insights internally to have a real impact.

The collaboration with Ipsos to curate on all existing data and transform it into insights that create a sustainable business impact, proved to be the right approach.

Growth potential for Jacobsen in its key demand spaces.

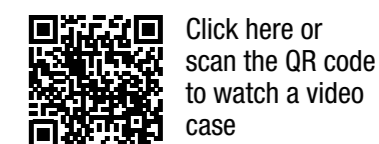


- Key KPI summary

“Ipsos has taken all our internal data, market data and consumer data and – in a very structured way – extracted what are the main barriers, challenges and potential for Jacobsen in the Danish market.”

Marketing Director, Core Beer, Carlsberg Denmark

Ipsos Curation is a service to provide consumer-centric insights that address key business issues by synthesising and contextualising multiple data sources, and delivering rich story-telling to inspire activation.



THE CHALLENGE

To provide insights into current perception and performance of Jacobsen beer in Denmark as the basis for an impactful strategic brand re-positioning. The project needed to answer:

- How has the Jacobsen performance been on key KPI's over recent years?
- In what moments/demand spaces is Jacobsen consumed and why?
- What is the brand perception & image among drinkers and non-drinkers?


THE PROCESS

As trusted partner for Carlsberg, Ipsos has been conducting a number of research studies across Carlsberg's portfolio and markets over the years. In combination with other data sources, the research team has cut through the information overload and extracted specific insights with relevance to the Jacobsen challenges.


The final report is a structured and strategic walk-through the most crucial knowledge, recommendations and potential pathways forward – in an inspiring and visually appealing layout -all built on solid data and detailed through workshops to build the necessary trust with internal Carlsberg decision makers.

THE RESULT


Result examples:



Identifying key competitors and product attributes in the growing market for craft beer.



Specific recommendations on how to broaden appeal and target a wider consumer and demand-space profile.



Tactical considerations on how to meet different consumer expectations and price points

“Carlsberg is an extremely data driven company. We need always to be able to explain what we do – and why. And Ipsos really help us nail that. We even asked the Ipsos team to participate in our internal workshops to help activate the insights.”

“The collaboration has been very professional from day one. The Ipsos team is super strategic and they are very nice people to work with. And on top of that the results on the market look really, really promising!”

Senior Brand Manager, Core Beer, Carlsberg Denmark

BRAND HEALTH TRACKING

BRAND HEALTH TRACKING - KNOW WHAT BUTTONS TO PUSH

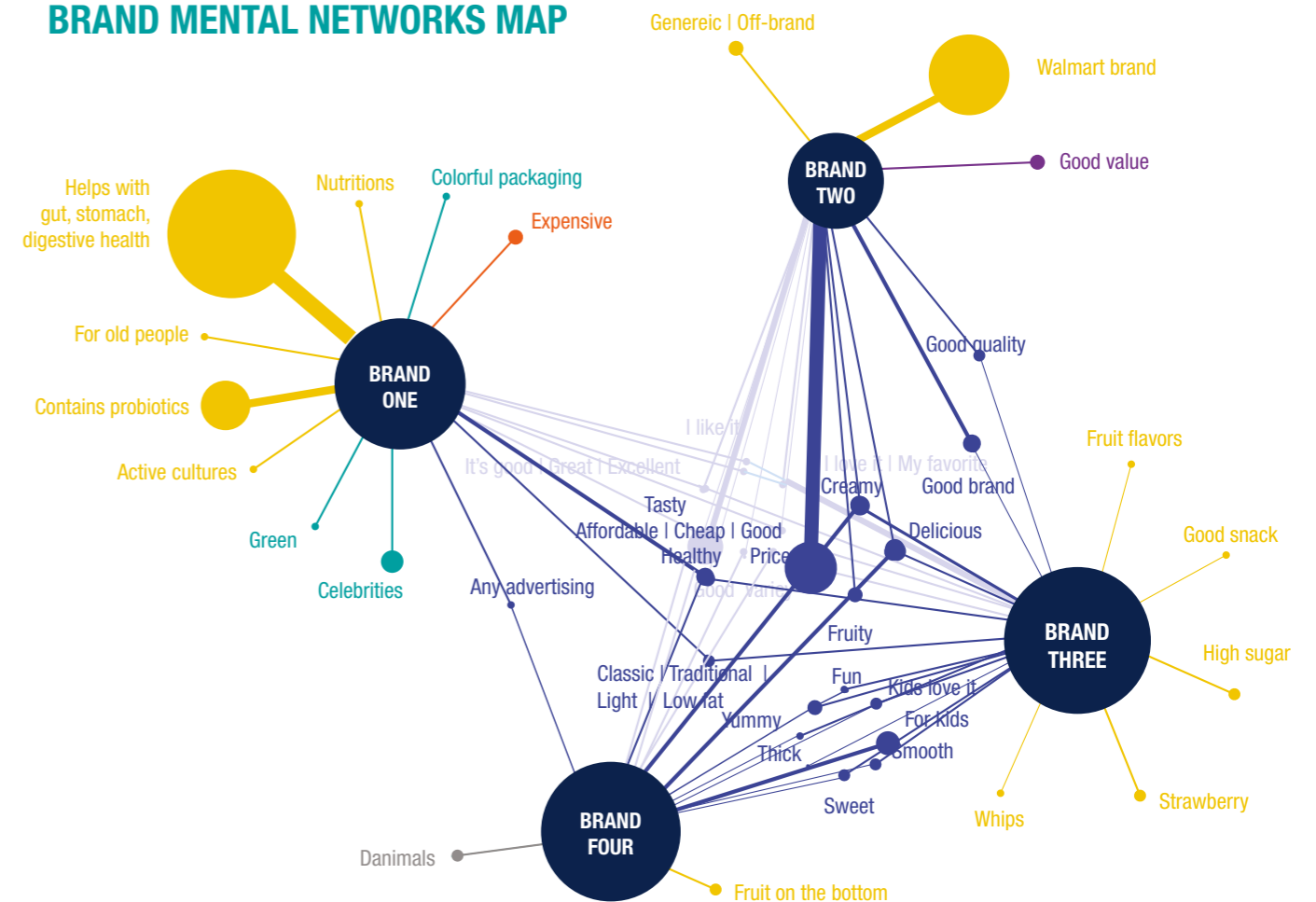
Understand what drives your brand's success and plan your activation strategy.

Our brand measurement assets evolve with the times to ensure relevance and capture insights that power our client's decision making.

Each solution (Brand Value Creator, Brand Mental Networks, Brand Signals, and Activation impact Modelling) plays a specific role in our offer, but the sum is greater than the individual elements.

Clever, strategic, purposeful analytic integration of these powerful assets allow us to include and quantify the voice of the consumer in our tracking surveys. We can tell richer stories, ensure that what we measure is relevant, and achieve the best understanding of what drives brand performance.

BRAND MENTAL NETWORKS MAP



BRAND TRACKING OF HUNDREDS OF BRANDS

How do we track the performance of brands in a competitive context to identify growth potential and barriers?



With the BHT fully integrated, we will have a data deliverables structure from simple to very complex. And as we accumulate data globally, we will have the possibility to generate new strategic insights, which will give us a competitive advantage. ”

CARLSBERG CASE

Carlsberg uses a motivation and context based segmentation model developed with Ipsos to divide its brands into segments and optimise the positioning for each brand. In order to strengthen both the global brand building and to monitor changes or new potential across markets, a Brand Health Tracker (BHT) system has been introduced. With the BHT, Ipsos also provides a data deliverables structure “from simple to very complex”, boosting accessibility for targeted insights across the organisation.

“The Brand Health Tracker represents a significant enhancement to how to approach tracking of key consumer metrics. The Brand Health Tracker will shorten our response time, include implicit measurements of our brands and ultimately provide us with a unique brand mental network. This goes beyond the traditional analysis and builds on the latest methodological advancements. We believe this will give us competitive advantages and will shorten our response time.”

Senior Director, Consumer and Shopper Insights, Carlsberg Group

The development of Carlsberg’s Brand Health Tracker builds on Ipsos’ deep commitment to applying scientific tools and solutions to our products and to make Brand Health Trackers more predictive and relevant.



Click here or scan the QR code to get more info about the tool



Click here or scan the QR code to see all cases

THE CHALLENGE

To transform the segmentation approach into a Brand Health Tracker (BHT). The BHT must enable Carlsberg to accelerate the gathering of insights and to analyse results on a global scale on markets, across markets and between markets:

- A systemic solution with the flexibility to fit both complex and simple market structures.
- Support for the organisation to gain insights that are more rooted in the market/consumers and pointing forward.
- Building a common language that helps to share, learn and plan across markets.

THE PROCESS

The BHT is an on-going study with analytical “dips” several times a year. The tracker integrates HOT and COLD methodology, combining intuitive/contextual techniques with more rational approaches:

- Standard brand tracker measures = relevant growth drivers.
- Spontaneous brand consideration (unaided consideration) within each motivational / contextual space = white space/ brand growth potential.
- Brand Mental Networks (associative network: how many mental cues) = market presence/share.
- Implicit Brand Perception = strengths of brand perception.
- Explicit brand perception = understanding brand ownership.

THE RESULT

Examples of the outcome so far:



The delivery setup with the possibility to access data at different levels has great potential (with simplicity to the markets and deep access to internal experts).



Local markets give good feedback to the more advanced methodology, where we not only track attitude from answered questions, but also uncover emotions.



Integration of basic metrics provides a strong link to the way Carlsberg has been tracking performance in the past. This increases acceptance of the new tool in the organisation and enables its immediate use at the basic level, without any additional training.



Ipsos has shown great flexibility towards us with regard to understanding our specific needs but also acts as guardian of the core of the study setup. This combination of skills demands great professionalism.”

“The success of the BHT ultimately comes down to the quality of insights we get. So far we see results that are both dynamic and relevant to the markets, but also adding to the coherence within the brand/across markets. Time will show how far we will take the growth of Carlsberg’s beer brands globally. ”

Senior Director, Consumer and Shopper Insights,
Carlsberg Group

ALL SOLUTIONS

Equipped with our range of specialised services, our teams provide accurate and relevant information that will help you make smarter decisions faster and more consistently across markets.

CONSUMER & BRANDS

- Market Strategy & Understanding
- Innovation
- Creative Excellence
- Brand Health Tracking
- Ipsos MMA
- Strategy3
- Channel Performance
- SimStore
- Observer
- User Experience

CITIZENS

- Public Affairs
- Corporate Reputation

CUSTOMERS & EMPLOYEES

- Audience Measurement
- Media Development
- Customer Experience
- Mystery Shopping
- Automotive and Mobility Development
- Employee Relationship Management

DOCTORS & PATIENTS

- Healthcare

CAPABILITIES

- Ipsos UU - Qualitative
- Social Intelligence Analytics
- Ipsos.Digital (DIY)
- Global Science Organisation
- Total Operations



Click here or scan the QR code to see all the solutions



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GAME CHANGERS

