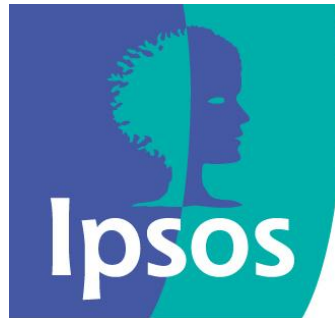


# Ipsos Launches Overnight Concept Testing with Optimization

## *Ipsos InnoQuest Expands Overnight Offer with Dual Concept Testing & Optimization Solution*

Public Release Date: Thursday, May 21, 2015, 6:00 AM EST



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# Ipsos Launches Overnight Concept Testing with Optimization

## *Ipsos InnoQuest Expands Overnight Offer with Dual Concept Testing & Optimization Solution*

New York, NY – Recognizing that clients need to innovate bigger and faster to keep up with today’s consumers, Ipsos InnoQuest is introducing overnight concept testing with optimization. Inspired by client demand to get concept testing results faster, Ipsos InnoQuest’s new high-speed solution not only identifies high potential concepts but also provides specific guidance on how to make them stronger and more likely to succeed in-market.

“Our clients need answers faster,” says Barbara Garau, Head of Global Innovation Solutions at Ipsos InnoQuest, “but they’re not willing to give up quality for speed. For concept testing in particular, simply identifying high-potential concepts earlier is not enough – learning how to optimize them is critically important to reduce multiple rounds of research and, at the same time, increase market potential. At Ipsos, we’re changing the game: we’re leveraging today’s technology not only to deliver faster research, but also to deliver better research – so our clients can make fully informed decisions at the speed of business.”

Ipsos InnoQuest’s overnight concept testing with optimization approach is a dual-powered solution, providing fast-tracked concept evaluation and optimization in a single test. It uses proven measures of success in tandem with a proprietary optimization approach that offers robust database comparisons unique in the industry.

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Ipsos InnoQuest's overnight concept testing with optimization is part of a suite of Ipsos high-speed solutions, including: overnight idea testing, which screens and optimizes ideas in less than 24 hours, and Insight Accelerator, which helps clients to develop insights, ideas and concepts in just three days with validation along the way.

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