



# Ipsos ASI

The Advertising Research Specialists



### About Ipsos ASI

*Ipsos ASI is the largest provider of advertising pre-testing services in the world. Ipsos ASI offers a full range of advertising research solutions to help clients make the best decisions at all stages of the advertising development process, and to maximize the return on their advertising investment. We are committed to providing advertisers with insights to help in the development, evaluation, and improvement of their advertising efforts, and, ultimately, to help them build stronger brands.*

*Ipsos ASI provides a full range of advertising research services with Advertising Testing, Tracking and Brand Equity, backed by a dedicated team of advertising research experts whose mission is to deliver the answers that will add value to your business anywhere in the world.*

*Ipsos ASI is an Ipsos company, a leading global survey-based market research group.*

For more information:  
[asi@ipsos.ru](mailto:asi@ipsos.ru)

## Pre-testing with Next\* AdLab: Quant & Qual synergy in 1 day

Developing the best advertising requires strong quantitative measures AND deep qualitative insights.

Ipsos ASI's new Next\* AdLab offers the best of both qualitative and quantitative research methodologies:

- ° Quantitative: Based on Ipsos ASI's validated philosophy on Reach and Response.
- ° Qualitative: Go beyond consumer declarations to understand what is behind the scores.

## Ipsos ASI next\*adlab

Next\* AdLab is the latest of Ipsos ASI's Next\* pretesting solutions. Initially developed by Ipsos Camelford Graham in Canada with excellent client ratings, Next\* AdLab is now available also in other countries.

- ° In real-time: Respondents answer to the quantitative questions using a touchpad; clients see results appear in real-time on a screen.
- ° Interactive: Allows real-time interaction between client, agency and researcher. Based on the quantitative results, client and agency brief the qualitative researcher.
- ° Flexible: Suitable for single and multimedia campaigns, for all types of media, for finished and non-finished ads.
- ° Fast: 1 day for up to 3 ads. In the morning you come with the ads, in the evening you know what actions to take next.

