



Concept Evaluator

Optimize Your Concepts by Identifying the Key Elements that Drive Consumer Interest

Identify the exact words and phrases in a concept that drive consumer interest.

Concept Evaluator ensures your concepts communicate the right combination of messages to generate the greatest consumer appeal.

Use *Concept Evaluator* during the concept development phase to guarantee that the best possible concepts are tested.

Whether your concept is communicating a brand, a line extension, or an entire product lineup, this unique research tool provides comprehensive analysis and applicable insights for individual concepts, variations on a concept idea, and sets of concepts.

Uncovering Winning Communication Elements

Concept Evaluator identifies the key words and phrases in a concept that drive consumer interest and delivers specific recommendations for developing an optimized concept. *Concept Evaluator's* comprehensive approach addresses key concept communication issues:

- Naming
- Supporting statements
- Taglines
- Reasons to believe
- Positioning statements
- Emotional benefits

Optimize Concept Appeal

Ipsos Insight applies advanced statistical analysis to determine which elements – and which combination of elements – would make the concept most appealing to the most consumers.

Concept Evaluator delivers a full assessment of the concept, including:

- your customers' perceptions of the underlying themes;
- a visual depiction of which elements increase or decrease consumer appeal;
- full analysis of the data in total and by sub-groups.

On-Target Research

Concept Evaluator can be conducted among a general population or a targeted universe, such as category users or a demo group with a higher likelihood of buying the product (i.e., females 18–34 for diet drinks).

Concept Evaluator studies are conducted via the World Wide Web using panelists drawn from the *Ipsos U.S. Online Panel*. For concepts that are international in scope, *Concept Evaluator* can be performed anywhere online testing is available, through the global reach of Ipsos member companies worldwide. And because *Concept Evaluator* is delivered online, the results are fast and economical (particularly compared to a missed opportunity or a failed concept).

A Dream breakfast by IPSITIPSI

Ever felt like **daily stress** is on as soon as you wake up and you're lucky if you have **10 minutes for breakfast**? Only Sundays for a morning treat! What if just **three minutes breakfast** could actually **make you feel great for the day, every single day**?

New from IPSITIPSI! „**Strawberry Dream**“, the **wonder jam**, which will **amaze your taste & relax your mind**. With just a few spoons!

Because it brings together a **rare wildberry** from **Amazonia** known for its long-lasting **relaxing properties**, together with a recipe by **El Multi Chef**, bringing jam to **extatic tasting highs...in** just a few spoons!



Sold for **2.99 Euros** the **150g** jar.

Make most interested in buying

Make least interested in buying

Unclear or difficult to understand

Especially hard to believe