



**Ipsos ASI**  
The Advertising Research Specialists

Ipsos ASI  
**bigidea**

## We have a big idea to help uncover yours

Are you ready to elevate your brand's story with emotional associations that will engage and resonate and truly connect to consumers?

Ipsos ASI's **Big Idea** is a collaborative approach used to quickly and reliably assess the power and scalability of your ideas. It is a proven process that empowers key brand stakeholders to uncover in one place and one day – with formative input from consumers – the essence of an idea that:

- Engages consumers on an emotional level
- Hinges on a principle that can support all brand communication
- Enables agencies to push the creative envelope by minimizing the risk on an uninformed choice
- Is multi-faceted and will remain salient over the long term



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## How Ipsos ASI Gets to the Big Idea

We gather all relevant stakeholders in the same place at the same time. Our techniques are quantitative and qualitative, our methods diagnostic and evaluative, so ideas can be refined before you sink substantial sums of money into creative. The process works like this:

- Consumers armed with touch pads and clipboards respond to closed- and open-ended questions
- The exploration is sequenced so initial reactions are to ideas – no graphics or specific messaging that might influence responses
- Agency, client and Ipsos representatives in another room monitor each succeeding more brand-specific, message-specific round
- Consumer responses help determine most resonant ideas and areas of concern for qualitative follow-up, which is conducted among a smaller group chosen from the initial participants

## Why Big Idea Works

To become communications assets, your ideas must be emotionally engaging, connected in a compelling way to your brand, and must be broad enough to activate campaigns with multiple possibilities. We provide insights across these three key success pillars in a manner that is easy to digest and ready for action. Here are the insights Big Idea provides:

- Engage** Is there a strong, positive emotional response?  
Does the idea resonate?  
Is there potential for consumer advocacy?
- Connect** Does the brand/category have permission to be in this space?  
Is the idea distinctive versus competition?  
Has the territory already been claimed?  
Does the idea have the potential to change opinions, attitudes, and behavior?
- Activate** Does the idea have the scope to 'go broad'?  
Do consumers recognize multiple possibilities?  
Or will it wear out after limited executions?

## Outcomes That Make a Difference

Big Idea takes cost and risk out of communications management. It facilitates:

- Richer, faster ideation because all stakeholders work together from the outset
- Shared ownership of an idea because all stakeholders sit at the same table
- Elimination of ideas that don't resonate with consumers, a big cost- and time-saver
- Knowledge about the strengths and weaknesses of multiple big ideas
- Tested parameters to take forward into creative execution

## About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the-art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit [www.ipsos.com/asi](http://www.ipsos.com/asi)