



Ipsos ASI

The Advertising Research Specialists

Ipsos ASI

next*adlab 

Is your creative approach living up to its potential?

Ipsos ASI's Next AdLab is a flexible early-stage pre-testing tool that combines qualitative insights with quantitative rigor. It was designed to help you optimize your creative, by quickly identifying and fully diagnosing **what is and isn't working with your advertising.**

Next AdLab is especially valuable in providing marketers with timely guidance in:

- Exploring different creative ideas
- Taking a new or bold creative direction
- Regaining effectiveness of ideas that seem to have stopped working

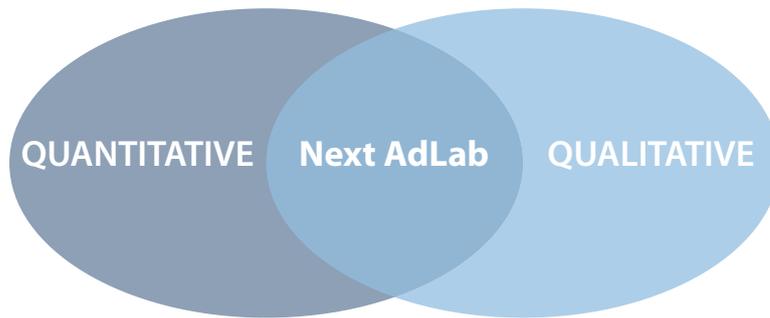
Test before you Invest.

It is possible to save time and money by testing before investing in full up production.



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How Next AdLab Works



By utilizing deep qualitative insights, informed by proven quantitative measures, Next AdLab helps marketers make the best decisions for their brands and their budgets, prior to committing to a big advertising investment. Next AdLab integrates two research phases:

- 1. Quantitative Phase:** Based on Ipsos ASI's validated philosophy of Reception and Response. The quantitative phase can be completed online, or it can be completed live whereby respondents answer closed ended questions using a wireless TouchPad, with results available to you in real-time.
- 2. Qualitative Phase:** A focus group is conducted, which provides a deep understanding of the dynamics driving consumer response to the creative and a discovery of what is behind the quantitative results. It is designed to uncover any white space that can benefit future creative development.

Why Next AdLab Works

The success of this powerful creative development tool lies in its ability to be interactive, flexible, and fast.

Interactive. Fosters an immersive interaction among client, agency and researcher around consumer data and reactions. The quantitative phase helps direct the most relevant issues to explore in the qualitative phase, providing true "focus" and minimizing the potential for group think.

Flexible. Suitable for single and multimedia campaigns, for all types of media and for finished and unfinished ads.

Empowering. With the synergy of quantitative and qualitative learning you know what actions to take, immediately.

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