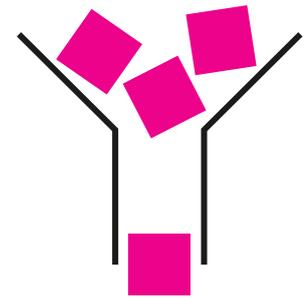


PRIORITISING WINNING CONCEPTS - FAST

Every year hundreds of millions of dollars are spent developing products that don't reach the market or fail to meet sales targets.



With less than one commercial success from every 100 concepts tested, identifying which ideas are potential winners, early on, is essential. Giving a concept the 'green light' involves committing significant investment to product development, so concept screening is a critical phase in the innovation process.

At Kantar TNS we believe that to identify winning concepts, it is essential to understand their ability to drive top-line business growth **(growth potential)** as well as their potential to succeed in market **(market potential)**.

Traditional concept screening approaches use outdated metrics. They focus on market potential and ignore or pay lip-service to growth potential. Our **eValueate** concept testing solutions deliver insight on both.

Our extensive innovation and product development expertise and validated approaches mean we can accurately determine a concept's market and growth potential. Our unique individual-level approach to modelling survey data enables us to predict growth potential with double the accuracy of the aggregate modelling approaches.

Growth potential = market potential – cannibalisation of existing business

	eValueateNow	eValueate Express	Concept eValueate
Results in as little as ...	24 hours	48 hours	One week
Research design	Fixed	Flexible	Customisable
Concept market potential	Standard	Standard	Standard
Concept growth potential	Standard	Standard	Standard
Enhanced driver analysis	-	Standard	Standard
Consultancy	Optional	Standard	Standard
Optimisation recommendations	-	Optional	Standard

eValueate has a range of solutions to suit your insight, budget and timing requirements.

eValueateNow

When there’s a need to know **quickly** whether concepts will succeed in-market and whether they will drive top-line business growth. Available in conjunction with our partner ZappiStore as a self-serve solution, or packaged with consultancy from a Kantar TNS innovation expert.

eValueate Express

When there’s a need to know **quickly** whether concepts will succeed in-market, whether they will drive top-line business growth and **understand what is driving concept performance**. Available directly from Kantar TNS.

Concept eValueate

When there’s a need to know whether concepts will succeed in-market, whether they will drive top-line business growth, understand what’s driving concept performance, and receive **expert guidance on how to optimise concept performance**. Available directly from Kantar TNS.

Experts in innovation

Our innovation experts have been working in partnership with clients worldwide for more than 30 years. We challenge industry thinking and constantly seek better ways to innovate. To help our clients innovate successfully in today’s always on, disrupted world we focus on consumer context so they create winning products and services that meet real consumer needs, in the moments that matter.

About Kantar TNS

Kantar TNS is one of the world’s largest research agencies with experts in over 90 countries. With expertise in innovation, brand and communication, shopper activation and customer relationships we help our clients identify, optimise and activate the moments that matter to drive growth for their business. We are part of Kantar, one of the world’s leading data, insight and consultancy companies.

What next?

Please contact ipd.global@tnsglobal.com or visit tnsglobal.com/IPD