

## Quickly shortlist winning ideas at scale



Finding the right innovation ideas is the foundation for success. With the power the digital world brings, generating innovative ideas has become easier and faster. The challenge is identifying the ideas that will really engage people and drive growth for your business.

You need to screen ideas at the same pace as their generation, at scale, to power your innovation pipeline and get to market fast with standout innovations.

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### Get in touch

To find out more contact your Kantar representative or visit [www.kantar.com](http://www.kantar.com)

**IdeaEvaluate** quickly shortlists the ideas with the most potential. It shows how to improve the best ideas and get them ready for concept development. Brand metrics show the potential of each idea to drive meaningful difference for the brand, helping to prioritise ideas and refine communications.

It measures implicit as well as explicit responses to get closer to the reality of purchase behaviour. The time it takes people to make decisions reflects the certainty of their interest. Faster response times show stronger, instinctive associations ingrained in their minds. With Kantar Marketplace you can test your ideas, claims, logos or names in any format in as few as 6 hours.

### When you need to:

- Know which ideas will have the strongest appeal to most people
- See how well people understand and respond to your ideas
- Understand the intuitive strengths of your proposition to maximise potential
- Profile your target audience for seamless in market activation

### Why IdeaEvaluate?

- It balances intuitive Type 1 and rational Type 2 thinking to evaluate true appeal
- Fast and actionable direction on how to improve your ideas for the right audiences
- Test ideas in any format including images, gifs, social posts or just text
- Supported by a global network of over 1,000 innovation experts

### Drive brand growth with meaningful innovation

Our experts worldwide help you innovate for success throughout the innovation process with an extensively validated portfolio of solutions. From identifying the opportunity to testing and building winning propositions, right through to optimising launch success.

# KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.