

Ipsos ASI creates a 'smart' new research app to measure brand touchpoints in real-time

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New Brand Shout Research Solution Taps into Smartphone Technology, 'Always Connected' Culture to Capture 'In-the-Moment' Insights



Ipsos ASI is putting brand research right into the hands of consumers. The company's team of advertising research specialists has launched Brand Shout, a new smartphone app that allows brands to better understand real-time reactions to their advertising and brand experiences.

"Smartphones are changing our habits and behaviours in increasingly significant ways and as penetration now exceeds 50% in western markets, this is the time for mobile research to move centre stage," says Phil Shaw, Head of Digital with Ipsos ASI in the UK. "Our phones are always on and always with us, which makes the Ipsos ASI Brand Shout smartphone app the perfect way to understand experiences as they happen in real-time."

Brand Shout enables advertisers and Ipsos clients to understand touchpoint exposure and optimise them by measuring:

- In-the-moment reaction, including emotional response and effect on brand perceptions, to all touchpoints, including advertising, social media, experiential, and point of sale before they're post-rationalised
- The motivations that drive purchase in-store, on site or online - at the very moment those choices are made
- The power and influence of word of mouth

Brand Shout is the latest in a series of innovations in advertising and brand communications research from Ipsos ASI. As technology, media and our understanding of human behaviors continue to evolve, Ipsos ASI remains at the forefront of research, helping clients to gain a better awareness of and make stronger brand connections with their audiences and consumers.

"Brand Shout measures reaction to brand touchpoints in the moment and gets us closer to understanding how advertising impacts people at the point it's received and why people make the choices they do, at the very moment they make them," adds Gerry Hahlo, Director of Global Tracking with Ipsos ASI.

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