

# Insight Navigator: from a gamble to a solid decision

Understanding the potential for growth of consumer insights



*"I like to obtain the most successful innovations because I want to realize growth for my company. But I'm not sure where to start creating winning ideas".* Is this a recognizable scenario? Then the above can be described as a 'strong consumer insight'. Creating powerful consumer insights is one of the first steps to a successful innovation process.

#### **How to achieve a strong consumer insight?**

A strong consumer insight points to an unmet need. It is not just a fact or observation. Next to a simple fact it has to include the corresponding need. Additionally the consumer friction describes why this need cannot be fulfilled.

An example is: *"I like to look tanned because it gives me confidence. But I am scared of the damage the sun could cause to my skin and fake tan does not look natural."*

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### Insights need to be prioritised quantitatively

At the end of the day consumer insights are essential as a starting-point for ideation and for delivering successful products or services. A substantial group needs to recognize the insight; "I do face that issue, a solution would be great".

A new or adjusted product is a winner, solely when the needs meet the right and fitting offer. Quantitative testing of insights reveals 'white space opportunities' and enables you to make solid decisions. **TNS Insight Navigator** supports this process.

### Our offer

**TNS Insight Navigator** ensures your ideation is focussed in the right direction by prioritizing insights. We use 7 key metrics: clarity, identification, frequency, importance of finding a solution, current solutions, likelihood of finding a solution and thought of solution.

Using these metrics we can position each insight in a framework to clearly show which have the most potential for growing your business.

### What is in it for you?

- A clear prioritization of insights that leads to the biggest opportunities
- A quick and cost-effective add-on to your innovation process
- Guarantee that your ideation is focussed in the right direction

### Specifications

**TNS Insight Navigator** is an online study that can be used independently or as an add-on to a concept test.

- The insights will be statements that need to be embedded in the survey
- The sample should be as broad as is sensible for the insights tested, i.e. category buyers or non-rejecters
- The minimum sample size is 150, each respondent allowed to see up to 6 insights. For more than 6 insights, 25 respondents need to be added for each additional insight
- Budget is from 5.500 euro (excl. VAT)



To discuss the opportunities for your business, please call or send an e-mail to:

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### About TNS NIPO

TNS NIPO advises clients on specific growth strategies around new market entry, innovation, brand switching and stakeholder management, based on long-established expertise and market-leading solutions. TNS NIPO is part of TNS. With a presence in over 80 countries, TNS has more conversations with the world's consumers than anyone else and understands individual human behaviours and attitudes across every cultural, economic and political region of the world.

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