



Behavioral Insights. Real Life Outcomes.

A BVA Group Company

EMBARGOED FOR: 27 May, 2021

PRIS IN VIVO Launches InnoCompass for early stage product development

A highly adaptable and robust solution to take ideas from insight to execution, in context

PRIS IN VIVO, a BVA Group consultancy rooted in behavioral science and specialising in consumer & shopper insights presents its latest innovation in new product development research.

PRIS IN VIVO's InnoCompass offers a flexible yet robust solution to pinpoint the ideas with highest market potential, while also providing clear direction on their execution, even from early iterations of the pack.

InnoCompass also offers additional plug-in solutions including: pricing, range optimisation, shelving and volume forecasting to provide a holistic and in-context evaluation across variables. By providing guidance on the best ideas **and** their execution, InnoCompass helps brands progress with agility, slashing their time to market.

Carlos Gallardo, Senior Director at PRIS IN VIVO said, "At PRIS IN VIVO, we are convinced that the right execution of a new product is crucial to ensure its in-market success. As Steve Jobs puts it *"Execution is worth millions"*. However, execution is often overlooked at the early stages of the development process, where the written concept remains the focus. Using our unrivaled expertise in packaging Insight and behavioral sciences, along with automated yet highly adaptive tools, our InnoCompass service will put you on the right track for successful innovation launches. Slash your Time to market by incorporating more of the full mix up-front"

Olivier Blanchet, Chief Executive Officer at PRIS IN VIVO added, "Of course we can write 'concepts', but in a post TV age, in which consumers and shoppers will often only see the finished article (pack and product): brands need a new NPD playground where the final mix is built, brick by brick, simply and as early as possible."

For more information about InnoCompass and other behavioral insights innovations from PRIS IN VIVO Group, contact

Carlos Gallardo, PRS IN VIVO, + 33 1 71 16 89 15, Carlos.Gallardo@prs-invivo-group.com
Olivier Blanchet, PRS IN VIVO +33 6 29 73 13 68, olivier.blanchet@prs-invivo-group.com

About PRS IN VIVO Group

PRS IN VIVO Group (a BVA Group Company) is a global shopper and product experience consultancy, expert in the application of behavioral science that helps companies to predict and influence consumer choice and drive brand growth.

We conduct consumer research across nearly 50 countries, utilizing best in class technology to draw on our 45 years of experience, our category and product expertise, and our behavioral framework, to help clients improve their brand and product marketing, and achieve better business outcomes.

We are dedicated to helping clients succeed through the passion & engagement of our teams, our commitment to partnership, and our trusted, proven, innovative & agile solutions.

Media Contact:

Ginger HSU, +33 6 98 32 93 57, ginger.hsu@prs-invivo-group.com