

IPSOS STRATEGIC MODELING & PRICING





S-MAP is established to provide business solutions to customers, with its expertise on **Pricing and Tailor-Made Modeling**. Using most advanced/dynamic statistical techniques S-MAP provides easily applicable results and simulations.

Our success is built upon ...

Strategic Pricing

- S-MAP team has extensive experience and scope of knowledge for studying and analyzing clients' pricing challenges. In order to find **optimum price-product-feature configurations** in the context of market positioning opportunities; state-of-the-art analysis and in-house developed simulation tools are used.

Strategic Modeling

- S-MAP team identifies the strengths and weaknesses of clients' marketing planning and addresses key issues with their media mix (*traditional media, digital media, social media*), price, promotions, brand equity, competitive actions, seasonality and macro economical indicators. Marketing investment will be **optimized** via simulation tools to improve **ROI**.



IPSOS S-MAP – Our Solutions

We have extensive experience in many industries and many products that can fit into these industries

- Automotive
- Consumer packaged goods
- Education
- Financial products and services
- Food/beverages
- Healthcare services
- Household products
- Pharmaceuticals
- Software
- Telecommunications
- Fast Food Industry
- Technology
- Tobacco / Cigarettes
- Advertising / Public Relations
- Public Sector / Government
- Cosmetics / Hygiene
- Durables / Electrical Goods



GAME CHANGERS



We answer your questions

- ❖ *Where are the most important price thresholds?*
- ❖ *What will be the impact of tax increase?*
- ❖ *How will a price increase affect our revenue, volume, penetration and buy rate?*
- ❖ *Which product can be delisted to have the least impact on our sales?*
- ❖ *Which competitor categories is the most influential ?*
- ❖ *What is the effect of competitor GRPs on our sales?*
- ❖ *What should be the monthly SOV target?*
- ❖ *What is the ROI of each media medium?*
- ❖ *What is the optimal mix of marketing investments ?*
- ❖ *What is the impact of trade and consumer promotions?*
- ❖ *How much does brand equity contribute to sales?*
- ❖ *What brand health measures are linked directly and indirectly to sales?*
- ❖ *Do consumers switch between brands of the same type?*
- ❖ *From which product characteristic do our brand lose consumers most?*



Always striving to be **PROBLEM**
SOLVERS

who are **FUN** to work with

and *flexible* to meet any

challenge...



STRATEGIC MODELING



Serkan CERAN

Research Experience : 18 years

Research Specialties : Specialized in modelling and pricing studies



Rabia KALYONCU

Research Experience : 15 years

Research Specialties : Specialized in ad-hoc studies

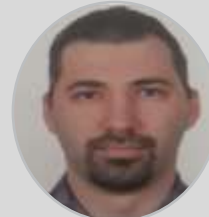


Selçuk AKBAŞ

Research Experience : 8 years

Research Specialties : Specialized in modelling and analytics

PRICING



Bahadır ÖZKURT

Research Experience : 10 years

Research Specialties : Specialized in conjoint pricing studies



Selin ÖKTEM

Research Experience : 2 years

Research Specialties : Specialized in pricing studies



Armağan DOBRUCALI

Research Experience : 17 years

Research Specialties : Specialized in multivariate statistics



To Contribute to Your Success

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