REDC iDeator ™

iDeator is an award-winning suite of tools designed by RED C to deliver speed, agility and depth through both a qual & quant lens.

A proven tool

Used by many of the UK and Ireland's leading companies as their standard approach for product development, iDeator simulates a perfect market with 100% awareness to accurately size and target opportunities, providing reliable scores validated against real-world outcomes.

By identifying and fixing problems early, iDeator helps optimise early-stage ideas into products consumers genuinely want to buy—maximising the chance of market success.

Market potential and concept strength drive concept success

iDeator uses two key composite scores that consider the impact of the 9 x key metrics we know predict market performance

Market potential

Purchase intent

Adoption

Concept strength

Affinity	Excitement	Credibility
Advantage	Quality	
Distinctiveness	Premium	

REDC iDeator™

Our iDeator™ product suite supports your innovation & NPD, with three tools that can be used in combination or on their own.

iDeator™ Express

A fast and budget friendly way to tactically identify which early concepts have most potential. Standardised reporting includes the iDeator mapping tool which allows you to see the concept's potential visually and concisely.

Perfect for agile pipelines that need a fast concept triage.

iDeator™ Voice

Go beyond the data, understand why concepts perform and how to improve them. AI powered depth interviews with real shoppers uncover deep emotional and behavioural insight.

Unlock the 'why' behind the 'what' to optimise your next big launch.

iDeator™ Pro

Building on iDeator Express, our premium tool iDeator Pro explores more diagnostics such as pricing, cannibalisation, flavour preference, CEP or occasion fit and motivating marketing messaging. Includes system 1 reaction (timed emotional response).

Generate deep insight to validate and fine-tune concepts before development.

Find the iDeal solution with our suite of tools to support your innovation & NDP process:

- Clear, **actionable insights** identified via our iDeator map
- Tools that **pinpoint what drives shopper interest** and how to improve concepts before launch
- To **suit a range of budgets** and time frames
- Provide guidance to enable you to **develop products that consumers want to buy**

Get in touch for a full overview of iDeator: **info@redcresearch.com**