The Innovation Velocity Gauge aims to clearly showcase how fast key innovation territories are moving toward market maturity. The closer to the right end of the odometer, the faster that territory is currently gaining mainstream applications in brand marketing.

Jointly created by IPG Media Lab and MAGNA, the gauge is ranked according to weighted results from social listening data and analysis of news articles, and further informed by proprietary ad spend data from MAGNA and additional expertise from the Lab.

If you wish to learn more about why the territories landed where they are on the chart, please contact richard@ipglab.com.