

Client: A global food manufacturer

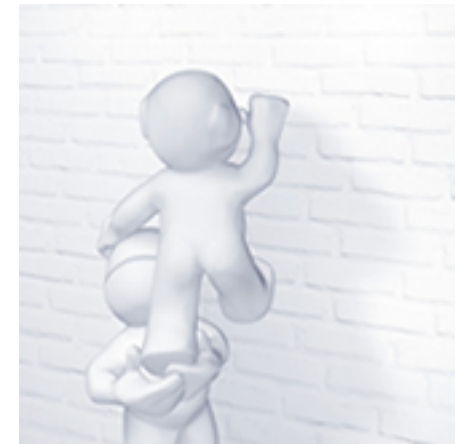
Brief: Concept Screening; early stage testing of 20+ new food ideas

The solution: To ensure robust data (and allow such a large number of concepts to be tested) we recruited a large sample to participate in our advanced online concept screening process. To ensure we understood as much about the new ideas as possible, a full range of interactive data collection tools were used, including Hotspots, comparative scaling, Dragon's Den and Grouper exercises (see demo below)

Segmentation and modelling techniques were used to ensure that we only recommended those ideas with the genuine potential to change consumer behaviour, and/or those that occupied a differentiated market position. This made sure that the research process didn't stifle creativity or reward familiarity – two common failings of traditional concept screening

Outputs: An in-depth report focusing on overall performance and the reasons behind this, supported by focussed optimisation recommendations for each idea. This outputs were supplemented by our SURF approach that predicts uplifts in sales based on any combination of range variants

Impact: The client reworked 3 concepts, developing foods against these. Two of which have recently been launched and are proving very popular



Client: A world leading FMCG manufacturer

Brief: Qualitative concept development to identify the best way of taking a new clothes washing concept into the product development stage in Thailand

The solution: We used our unique **Developer Group** methodology, taking two sets of Thai consumers through multiple online discussions over the course of a week. Participants completed diaries before the first day of the group and further interactive tasks prior to each evening's discussion

Respondents returned on four consecutive evenings, with the outputs from each night used to amend and improve the concept execution, stimulus and questioning for the following evening. At the start of the research we focused on identifying and understanding the need for the new product (at a benefit level), and over subsequent evenings the idea was developed, along with supporting language and technical detail/descriptions

Outputs: An in-depth presentation of the findings to the UK team, supported by a workshop session to explore particular areas of opportunity

Impact: The process, whilst qualitative in nature, enabled the client to move from a very early stage idea through to a concept suitable for quantitative testing in a very fast and cost-effective manner

