



Concept research that sees further

Most new products fail, and traditional research methods are partly to blame. That's why we take a different approach to concept testing.

We're not advocating you ditch your norms and benchmarks - instead **we incorporate the usual measures, but add a vital competitive context and probe for far more diagnostic detail.** This ensures you not only know whether something's a potential winner, but you also have a clear understanding of how to make it better.

So what's the Qubiq philosophy?

We accept that NPD isn't easy; to succeed just about **every new product will need to displace something.** People are risk averse and often satisfied by what they've already got, which means **your new idea needs to be sufficiently better, different or cheaper** to succeed. Which is exactly what our research is designed to measure.

It's important research doesn't penalise potentially good ideas just because they're

new, or hard for people to get their head around. In most markets it's the ideas that are a little different which stand out from the (often very competent) crowd - research must not kill these before they even get off the ground.

Online research is ideally suited to concept testing. We use large samples of relevant respondents and employ interactive data collection techniques to collect better, more informative results.

What type of NPD work do we do?

The quant side of our NPD work splits broadly into two areas;

- **Concept screening;** whittle a large number of ideas down to those with the most potential
- **Concept testing;** assess market potential and highlight optimisation possibilities for a single idea

For more information on qual please see the separate fact sheet.



We like to introduce an element of comparison, which makes things more realistic and ensures we understand how concepts perform relative to one another, or their likely competitors. Techniques such as Drag & Drop and X-Y ratings are simple, but highly involving comparative approaches, providing much richer information than long statement batteries.



Hotspots are a great way of getting to the bottom of what's working (and not working) with a concept - respondents simply click on the parts they like and dislike. This gives much more focussed and useful feedback than open questions.

Mini-Drivers is a qual technique we often use in quant concept work. Here we pitch one concept against another and get respondents to say which they prefer, why they prefer it, why that's important etc. This gives loads of detail on liking, benefits and motivations - extremely helpful in highlighting optimisation potential.

What's different about our Concept Screening?

The way we analyse results.

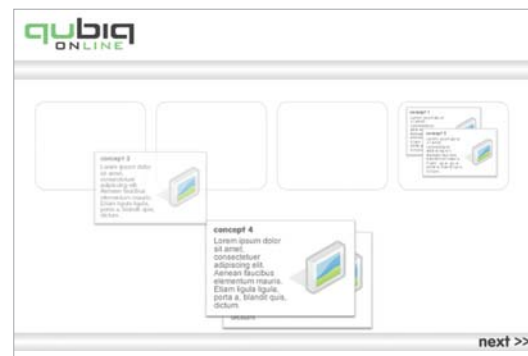
In normal screening the research favours those ideas that are familiar and comfortable. However we **segment** the data, delving deeper to identify **concepts with unique and/or niche appeal**. We also try to include equivalent concepts for competitors and products from the existing range, allowing us to understand differentiation, overlap in appeal and potential cannibalisation early in the development process.

Obviously we don't stop there; our aim is to produce a really detailed understanding of why each concept performs the way it does, so we learn as much as possible rather than just binning ideas based on low average ratings.

And what about our Concept Testing?

In this stage of research we're interested in pitching the new idea against competitors, understanding if it really does have the **power to displace**. Our approach includes all the usual diagnostics and concept assessment, but has two extra stages which are vital for understanding overall potential

- **ESET;** At the start of the interview (before the concept has been placed on a pedestal) we show the simple concept with its likely set of competitors. Respondents drag and drop counters based on their interest in each product. From this we understand the extent to which a concept has true 'cut through' potential. The ESET process can also provide inputs for early stage potential volume estimates.
- **Grouping;** Again we show the concept together with its competitive set. Respondents simply arrange these brands into piles as they see fit. The outputs, which are entirely driven by consumer perceptions, form a powerful market map which clearly shows where your new idea sits relative to its competitive set, and highlights the extent to which it generates true differentiation.



The analysis of these comparative techniques, plus the detail we collect on perceptions and reactions to the concept, allowing us to really understand the extent to which the product can compete in the market - much more useful than a 'pass or fail' action standard!

To chat about your next concept test, call **01491 822555**. Find out more at www.qubiq-online.com

