

SOLUTIONS



Confident decision making

INNOFACT Concept Test

In dynamic and ephemeral consumer goods markets, the best ideas for new product concepts are decisive in achieving success. But which ideas and concepts have the best chance of prevailing over others on the market?

The **INNOFACT Concept Test** provides secure grounds on which to base decisions and reveals, how new product names, concepts and designs are perceived and rated by customers.

INNOFACT has direct access to over half a million consumers via its own panels throughout Germany and delivers results of remarkable depth even for difficult samples. As part of this, modern online interviews allow fast and cost-effective execution. Manufacturers of all sorts of consumer goods collaborate with **INNOFACT** in order to have their ideas validated for securing decisive competitive advantages in fiercely contested markets.

SOLUTIONS

Product & price
Concept test



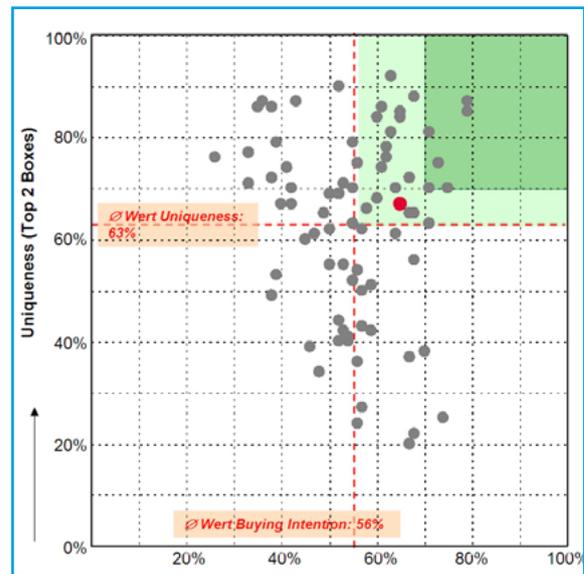
Valid data for confident decision making

The **INNOFACT Concept Test** is the ideal instrument to investigate which product idea, which concept or which packaging design is most liked by consumers, which message optimally conveys the USP, or which special offer is most relevant to maximise sales. The **INNOFACT Concept Test** provides valid answers and secure grounds on which to base decisions to all these questions.

Research question, study design and results

- Which product idea can promote the highest demand potential? (Overall liking, willingness to buy)
- What exactly appeals to the consumer and where is a need for optimisation? (Likes and dislikes)
- Is the product idea perceived as new and unique by consumers?
- How are product ideas assessed according to their key characteristics? (Set of properties)
- Which name and which design unfolds the the greatest customer appeal and the intended perception of the product?

INNOFACT develops a tailor-made questionnaire for the assignment's purposes. To analyse KPIs such as overall liking, buying intention and uniqueness, standardised questions are being used that facilitate the classification of the survey findings into a comprehensive benchmark database – in some cases also product group specific.



Benchmark system: as an example, uniqueness vs. intention to buy

Benefits at a glance

- Rapid execution within just 5-10 working days
- Clean target group screening which can also be quoted according to brand users or heavy users on request
- Detailed information about the perception of product ideas from a consumer perspective (open/unaided questions are possible)
- Classification of the core results with the aid of the **INNOFACT Benchmark Database**
- Results delivered as an easy to understand report with management summary and recommendations for action