



Case study

Concept testing

Issue:

A global marketer of a brand of household storage products was interested in expanding its product line with up to two additional line items. The line extensions needed to stave off competitive attack and not cannibalise the existing line.

Action:

Each potential line item was tested individually and within the context of both the client's existing product offering as well as competitive offerings. As the category is frequently purchased and allows for consumers to buy multiple items for different uses, a series of source-of-volume analyses was employed to determine the extent of cannibalisation on the existing portfolio, as well as the potential gain from competitor offerings.

One of the eight unique ideas evaluated was recommended for product development and subsequent launch. This particular line idea offered the client both incremental market reach and line-purchase frequency with virtually no cannibalisation of the existing line.