



Case study

Concept testing

Issue:

A national marketer of consumer products wanted a timely and cost-efficient approach to screen concepts at the very early stages of development.

Action:

A customised concept-screening programme was designed to provide early-stage identification and prioritisation of winning concepts. The programme offered consistent, client-wide standards for screening and evaluating concepts and provided sales forecasts for the most promising concepts.

The client was able to isolate a manageable number of concepts that merited continued development. Concept strengths and weaknesses were identified and considered before additional resources were allocated. The cost-efficient nature of the programme allowed re-testing of high-potential concepts for refinement.