

Concept Screener



Uncover the product ideas most likely to succeed

You have the insights and have crafted the concepts - but which one will resonate best with consumers?

We share detailed concepts online with hundreds of consumers, retrieving instant responses to the details and features that matter. The result? You know which concepts to pursue, and how to further improve them to increase the chances of market success.

Here's how we do it:



Create

We create a personalised, online survey that asks the questions you want answered. Users and target consumers evaluate your concepts in detail, everything from the name, ingredients, insight and RTB, to the concept as a whole.



Diagnose

As well as answering questions on the whole concept, respondents give feedback on images and can highlight individual words or phrases to explain why they like or dislike them. This is where we drill down to the details that matter.



Benchmark

Users also respond to a benchmarking concept, such as a relevant real world product from a category leader. The control is tested in exactly the same way, to ensure results are comparable.



Decide

We rate every answer to calculate a final score for each concept, plus the benchmark.



Deliver

We deliver a report revealing what resonates with consumers, and what puts them off - down to the wording or image details that attract or repel. We detail the improvements that must be made to ensure the best concepts succeed in-market.

Swipe Screener

Get instant feedback from hundreds of consumers on which concepts to invest in.

How we do it?

Consumers view your insight statement and - if they're interested - swipe right to see the solution. If not, they swipe left to see an alternate insight. The more interest they show, the more details of the concept are revealed - from taglines to packaging.

The result?

We rank concepts according to their potential, and advise on drivers of success and areas of improvement.



Benefits:

- + Rapidly deliver responses from a large, relevant sample size
- + Realistic evaluation of success, based on real-world product benchmarking
- + Results are actionable - we identify the best idea, and how to improve it