



Using consumer understanding to maximise concepts

## Concept Test - CONTEST ©

**MetrixLab's Concept Test (CONTEST©) is a powerful and effective way to evaluate your new and existing product concepts with consumers.** The approach combines quantitative and qualitative research methodologies to provide insight and analysis into what consumers think of your concepts, and how they compare to your competitors.



Personal feedback from respondents highlight benefits of the products package design.

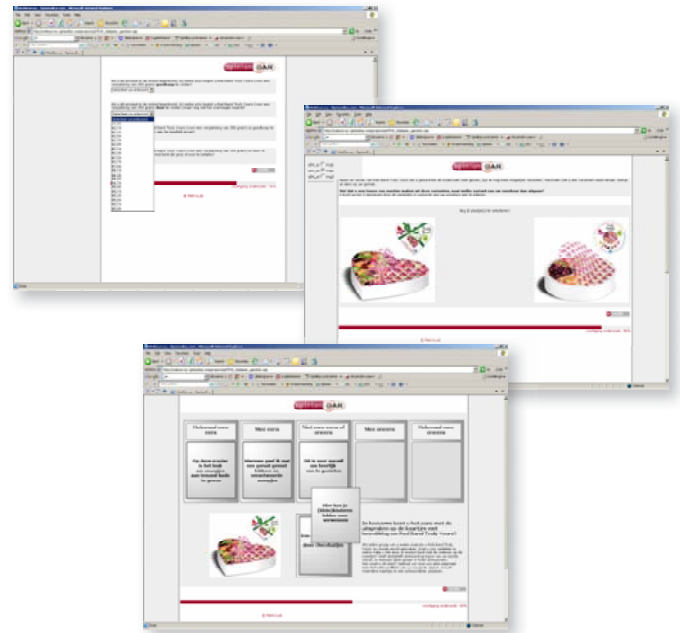
Use Contest to assess your concept in terms of its perceived benefits, brand fit, competitive performance and price. The approach works by using a series of techniques to understand and measure acceptance and rejection in the consumer's mind. Throughout every stage we benchmark your concept against the competition. At the conclusion of the project, we will be able to identify the likelihood of success in the market as a whole, and with your potential target groups, and the best way to position, price and promote your concept.

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- Contest uses benchmarks from other products and markets to give you a clear indicator of the likelihood of success in your market place
- The methodology offers a cost-effective way to assess your concepts across a range of measures, from benefits to brand fit and across markets
- The approach measures your concept against key metrics to indicate which product attributes are accepted, and which are less powerful. This allows you to focus your efforts on the areas that need to be addressed whilst retaining the most compelling parts of the proposition
- Using our own panel of consumers to test your concept, we can assess which consumer typologies are most attracted to your concept, and its attributes, and which find it less appealing. This can be directly related to your target audience and refinements made accordingly
- We use the online environment to its maximum capability, creating interesting, fun and relevant questionnaires for respondents. Our surveys are comparatively short in length, fully interactive and enjoy higher than average response rates
- The approach can also be used to test your price point against the competitive set, giving you an indication not only of likely success in market, but potential return on investment



- Throughout your project you will have a dedicated MetrixLab team working with you and access to the online tracking system to measure response rates customised to both your employees and your management. At the end of the programme, your MetrixLab project team will present the findings back to you in a workshop, discussing the key findings and their implications for your business
- Contest has been used by clients including Unilever, Sara Lee, Philips, Nikon and ICI to evaluate and optimize their concepts.



*Innovative branding research methodologies and techniques*

## MetrixLab's approach to testing concepts

The approach works by using a series of techniques to understand and measure acceptance and rejection in the consumer's mind.

At the outset of the project we are **evaluating** the concept to gauge how consumers view your concept and to predict the likelihood of its success when compared to its competitive set. We use a validated set of questions to group respondents into 'acceptors' and 'rejectors'.

Here we probe a range of questions, including 'Is the concept accepted by the majority of consumers?' 'What are the most persuasive arguments for acceptance?' as well as 'What are the barriers to acceptance?', 'Can the concept justify its price?' 'Can the concept be improved further?'

Next to the measures of acceptance we assess various Key Performance Indicators (KPIs) such as uniqueness, likeability and purchase intent. Comparison with our benchmarks across various markets gives you a valuable guide to the likelihood of success in the market place.

Next we **profile** the 'acceptors' and 'rejectors' in terms of socio-demographics, psychographics, product-ownership and use, brand preference and other variables that might be of interest for a specific concept. This allows you to focus your communication on the groups most likely to buy a new product.



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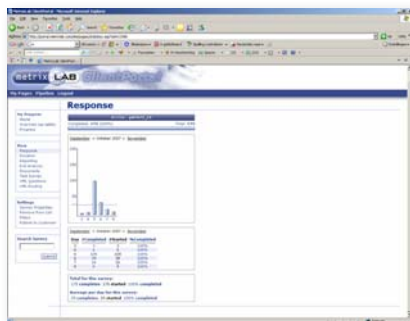
We indicate which **benefits and attributes** promote acceptance, compared to those that are less relevant, less important or misunderstood, and the reasons that these consumers have these opinions. We measure what **benefits** appeal to the acceptors and rejectors and then assess the credibility of attributes, benefits and values of your new concept.

The insights gathered from this research provide a ranking of the various features and a measure of their relative importance and the personal relevance of the **features**. These findings give you clear indications on how best to position and promote your concept.

We also assess the concept against its major competitors and determine its position within the consideration set of consumers. We establish which products consumers view as your main

competition and what the **differentiating claims** and benefits are against them.

We use a **price sensitivity** meter to assess the acceptable price range and the optimal price for your concept. Finally, combining all this information we are able to rank the most relevant and meaningful features for your target group. Armed with this information, your concepts can then be refined and redeveloped to maximise their chance of success with consumers.



Online dashboard reporting for quick insights



Extensive powerpoint reporting by MetrixLab consultants

## The MetrixLab NPD and Innovation Methodologies

We have developed our own unique research techniques to help our clients develop new products and innovate successfully. They are Concept Crafter for idea generation, Contest for concept testing and Pact for pack testing. These approaches combine qualitative and quantitative techniques with MetrixLab's team of research specialists. We have developed state-of-the-art processes, models and stimuli to make the online research environment work effectively for our clients. The results are practicable, allowing you to get most benefit from the research for your business. Companies who have worked with us on NPD and innovation include Unilever and Sara Lee.



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## About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe's leading online research companies. With offices in Rotterdam, Amsterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually tests the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies.

More about MetrixLab please contact:

MetrixLab

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