

services II

concept | research

to check and assess ideas for products and alternative concepts ...

... using the opportunities offered by our concept | research tools

Consumer needs are constantly changing. Your competitors' activities are as wide-ranging as they are unexpected. This calls for creative marketing and innovative research and development.

With an understanding of the market-relevant relationships between the consumer and your product or service, you can achieve clarity about your consumers relevant need gaps – their unfulfilled wishes and needs. Bringing to light the market segments for which it is worth developing new ideas.

SCHAEFER idea | screening

To swiftly assess and select ideas

Starting point

Creative procedures have been used to produce ideas, which now need to be assessed before launching into concept development. Because it is too wasteful to develop a full concept for every single idea, let alone build a dummy and subject that to detailed testing.

Aims

A rapid preselection of the ideas offering the best potential among a variety of creative approaches.

Research method

Online survey

- among relevant target groups
- in the SCHAEFER online I panel
- by determining buying intention and brand fit

The result

SCHAEFER idea | screening leads to a clear distinction between sensible and nonsensical ideas for products.

SCHAEFER concept | test

To check the viability of new product ideas and communication concepts

Starting point

New product ideas have been developed. Before undertaking costly steps to implement them, you need to answer questions about the credibility and persuasiveness of your arguments for promoting their benefits, as well as assessing concrete alternatives for your communication strategy.

Aims

- Checking the viability of new product ideas
- Determining the comprehensibility, credibility, uniqueness and personal relevance of a communication strategy
- Determining the persuasiveness of the visual presentation
- Comparing changes in the main emphasis of your argument
- Determining the product expectations triggered by the concept
- Measuring buying intention and willingness to use the product, as well as ideas about its pricing

Research method

- Mail survey or online survey
- Monadic
- Using very large samples/in relevant target groups
- In the SCHAEFER producttest | panel

Analysis

Information is obtained about the attractiveness of a new product and the target group it appeals to, using the principle of an uninfluenced "self-selected audience".

The result

SCHAEFER concept | test provides clarity about the value of your product ideas and the prospects for the success of alternative concepts.

SCHAEFER portfolio | test

To optimise product ranges – with a view to satisfying the needs of the maximum number of consumers

Starting point

- Consumers want a wide selection of products able to satisfy their specific needs
- Manufacturers can offer a wide range of alternative products
- Retailers only have limited shelf space

Aims

- To achieve a high coverage with large sales volumes using the smallest possible number of product varieties
- To introduce suitable seasonal and niche products

Research method

A quantitative method is used, resorting to a sequential monadic approach:

- online
- ad hoc in test studios
- each respondent rates all the varieties, one after another
- the order of the varieties to be tested is rotated (balanced test design)

Respondents are asked about

- uniqueness & brand fit
- buying intention, buying frequency and numbers bought on each occasion
- alienation
- profile of product expectations

You as the client need not trouble yourself with manufacturing dummies, let alone finished products; simple pictures or concept descriptions are all that is needed. We can turn these into computer-animated 3D dummies.

Analysis

- The attractiveness of each version is examined.
- Taking into account the potential sales volume for each, the optimum mix with the lowest cannibalisation rate is determined (net coverage).
- All the varieties are broken down into niche, seasonal, mainstream and unimportant varieties.

The result

The SCHAEFER portfolio | test gives you clarity about the attractiveness of all the individual varieties: a simulation providing a basis for clear recommendations about the ideal portfolio.

SCHAEFER name | test

To establish the effect of a product's name

Starting point

Your product is meant to appeal to a certain target group, signalling its specific ability to satisfy their needs. And thus standing out from other offers. Permitting a clear positioning. The question you want answered: Is the chosen name or classification of the product adequate in terms of establishing its quality and positioning?

Research method

- Sequential monadic test
- In selected target groups drawn from the SCHAEFER online | panel
- With the aid of verbal concepts, pack shots, mood boards, all types of visuals

The rating is carried out using relevant statements to answer the questions

- whether the name is understood and liked
- whether the product's key benefits are supported
- whether the name fits the umbrella brand
- whether it stimulates buying intention.

Analysis

Determining which names are liked and which are not, what weaknesses exist, what product features and benefits are supported by the names, how important this is for buying intention and which name is most likely to trigger this.

The result

The SCHAEFER name | test gives you certainty about the “clarity” of a name.