

services V

pre-(test-)market | research

to estimate the success that can be expected on
launching a product ...

... using the possibilities offered by our special pre-(test-)market | research tools

Over the decades, the risk associated with launching a new product has been increasing. Marketing and advertising budgets can quickly mount to tens of millions of Euros.

Bad decisions result in correspondingly high losses. If you toss a coin to decide between “go” or “no go”, the risk of getting it wrong is 50:50.

If instead, you employ the entire marketing know-how of your company, the flop rate is said to be reduced to about 40 %.

But another 10 to 15 % security can be gained by working with experienced market researchers.

Carrying out pre-(test-)market | research allows you to achieve the optimum.

SCHAEFER concept | use-test

For an initial estimate of the market success that can be expected

Starting point

An attractive product idea has been turned into a viable product.
The corresponding communication has been developed.

The questions that arise are:

What expectations does the communication arouse, what initial buying rate can be achieved with it?

Who will be interested?

What will make consumers hesitate?

What has to be expressed better, more credibly, more convincingly?

And:

Do people's experiences with the product agree with the expectations aroused?

Do consumers intend to buy the product again?

Is this intention strong enough to ensure the long-term success of the product?

Research method

A combined concept & use test among relevant target groups drawn from the SCHAEFER product test I panel, determining

- the initial purchase and repurchase rates
- the segmentation of the target groups that display an interest, and
- substantiation by means of a diagnostic phase dealing with
 - the concept: as in a concept I test
 - the product: as in an in-home I use test

Analysis

- Prognosis of the buyer share to be expected based on the purchase and repurchase rates ascertained
- Awareness and distribution goals that can be achieved under status quo conditions

The result

The understanding gained from this combination of a concept and product test is greater than the sum of the outcomes of the two components: clarity about achievable market opportunities.

SCHAEFER prognosis | test

To forecast the expected share of buyers for a new product, brand or service

Starting point

The product has been developed.
The name has been found.
The packaging has been designed.
The product benefits have been defined and implemented as a concept.
The advertising concept is ready to go.

The question now is: "How high are the chances of success if the product is launched?"

Aims

Determining the share of buyers and the market volume to be expected, by carrying out an integral check of all the parameters under simulated market conditions.

(Because concept, product, packaging and advertising tests can only check the conditions and instruments for the product launch.)

Research method

An appropriate test procedure developed by Silk & Urban* has been adapted by SCHAEFER market research for use in mail surveys. A key extension of the price acceptance measure was achieved by integrating the CBC conjoint analysis phase.

The SCHAEFER prognosis | test is carried out in two stages. The first stage answers the following questions:

- What positioning is the new brand able to achieve in competition with existing brands?
- Are enough people interested in the new product (first-time buyers)?
- Who are these interested people?

The second stage answers the following questions:

- Does the product fulfil the promises evoked by the concept?
- How great is the likelihood of buying the product again?
- Are the reality of the product and the brand concept together able to create an attractive overall profile for the offer?
- How big are the expected share of buyers and the market volume?



Warnstedtstraße 57a | D - 22525 Hamburg | Fon + 49 (0)40 547349-0 | Fax + 49 (0)40 547349-34
info@schaefer-marketresearch.com | www.schaefer-marketresearch.com