

services III

product | research

to successfully develop new products or relaunch existing brands ...

... using the possibilities offered by our special product | research tools

As Alfred Politz, the founding father of SCHAEFER market research, once said: “The product is the majesty”. In other words, the product must always be at the centre of all efforts to achieve market success:

- from developing new ideas through to launching them on the market
- from checking a product's positioning through to relaunching it
- to ensure product quality and customer satisfaction.

Only a reliable set of product | research tools can ensure that

- suitable varieties are identified from a shortlist
- the acceptance of new product varieties and line extensions is established
- the individual factors of the marketing mix pertaining to the product are correctly assessed
- the market maturity of new products is determined reliably,
- the (new) positioning of established brands is appropriate
- cost-saving measures do not upset the market
- the product's quality corresponds to market requirements.

Decades of experience with product | research make SCHAEFER market research the perfect partner for successful product development

SCHAEFER in-home | use test

To check the market viability of typical applications of a product: the acid test for consumer goods

Starting point

A product is to be newly introduced or released in a relaunch. The dimensions are clear: a new formula, new fragrance, new packaging. Perhaps there are 2 or 3 alternatives. The question is: Which of the newly developed products will be able stand its ground when pitted against the previous product or its competitors? Will current buyers continue to be satisfied, and can new users be won over?

Aims

Fulfilling the action standard. Recognising potential weak points. Obtaining clues for optimisation. Permitting “go” decisions to be made.

Research method

- Monadic in-home use test
- In relevant target groups
- In the SCHAEFER producttest | panel

- Taking into account
 - a descriptive assessment of the key product properties
 - the assessment of the key product benefits, and
 - quality and buying intention.

The appropriate test design is characterised by:

- adequately large, matched samples
- precise target group selection
- adequate duration of the study, to ensure that all typical occasions for using the product are encountered.

Analysis

- The centrepiece of the SCHAEFER in-home | use test is a comprehensive battery of items, which covers all the key product properties and benefits and is based on years of experience
- The items are rated using a proven 7-point scale
- Significance tests are carried out on several different levels, to track down even small-scale risks. The combination of factor and regression analyses identifies the product properties that shape the perception of quality and that generate buying intention.
- Databases of previous results help to formulate action standards.

The result

SCHAEFER in-home | use test provide clarity about the potential success of a product and ensure customer satisfaction.

SCHAEFER fragrance | mapping

The special pretest for fragrances, which can be used to implement a fragrance briefing. Or proactively to determine the perception and rating of various compositions of scents from the creative field

Starting point

Perfumers have their own noses and experiences; they know what smells good and what fits a product or a concept. But the question remains: do consumers feel the same way? Do the fragrances developed support the key product claims, do they stimulate buying interest?

Aims

Manufacturers of the fragrances to be used as raw materials, particularly perfumers, are to be given a tool with which to assess their developments from the consumer's point of view. This means that a (pre-)selection of promising scents can be made quickly and reliably from a multitude of possible alternatives.

Research method

Sequential monadic tests in a test studio, in order to

- produce a "frame of reference"
- establish differences
- hone individual profiles

Supported by :

- verbal concepts, pack shots, mood boards, all types of visuals

The assessment is to some extent descriptive, based on relevant associations and looks into issues such as these:

- Are key benefits supported?
- Is the scent appropriate for the brand?
- How strong is the buying intention?

Analysis

The method establishes:

- which fragrances are liked, which are not, and where weaknesses exist
- which fragrances fit, and which do not
- which fragrances support the ideas about the product and stimulate buying intention.
- A map of the tested fragrances (mapping) reveals the potential of the various ideas for scents.

The result

SCHAEFER fragrance | mapping gives you a clearer idea of consumers' perceptions in the complex, multifaceted world of fragrances.

SCHAEFER product | pretest

For a market-based preselection of those varieties suitable for further development

Starting point

Right from the early stages of product development, the marketing department, R & D and the suppliers of the necessary raw materials (e.g. fragrances) face a wide range of potential product concepts. Not all of these are suitable for developing all the way to market maturity.

Aims

Determining those fragrances, flavours, consistencies and formulas which should be pursued and potentially optimised. Uncovering the key drivers behind acceptance and buying intention.

Research method

- Monadic in-home/fast in-use test
- Among relevant target groups
- In the SCHAEFER producttest | panel
- Taking into account
 - a descriptive assessment of the key product properties
 - the assessment of the key product benefits, and
 - quality and buying intention

Analysis

This reveals

- which is better
- what might be improved or needs to be put right, and
- the reasons behind this.

The result

The SCHAEFER product | pretest allows product developers to get to know their consumers in the early stages, and thus get a clearer picture that goes beyond the manufacturer-oriented perspective.

SCHAEFER shelf impact | test

To measure the impact of a new packaging design on the sales shelf in retail outlets

Starting points/aims

Sales shelves in retail outlets are overflowing. Every product wants its own high-attention, sales-promoting position. Each manufacturer is pursuing his own strategy with his particular packaging. Sometimes offers are so similar as to be virtually identical, other times one stands out particularly. Distribution is meant to promote awareness, and in many cases create it in the first place.

The question is: can this (still) be achieved by the existing packaging, or will a new version be better ...

Research method

This packaging test is carried out in a test studio. First of all, the attention-getting potential of the new or altered packaging is measured in the context of relevant competitors. Afterwards, the degree of buying stimulation is measured.

- Finally, the packaging is assessed based on
 - likes and dislikes
 - emotional impact and associations
 - communicative performance in terms of the key product properties, benefits and images
 - buying intention

Analysis

- Comparison of existing shelf situation with the new one
- Analysis of the strengths and weaknesses of new forms of packaging
- Comparison of new packaging with the current version and/or relevant competitors

The result

The SCHAEFER shelf impact | test shows you clearly whether your newly designed packaging attracts attention, communicates the product message and stimulates consumers to buy your product.



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