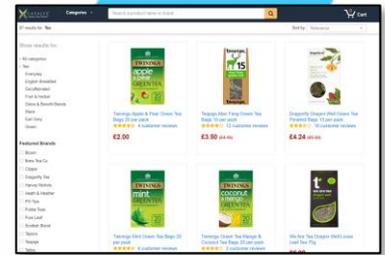




Unlock Your Crowd\*

## Behavioural Concept Test

\*Why settle for claimed data, when we can give you real life. An entirely behavioural way of seeing how well your product idea does in its real life competitive set. The gloves are off. This shows you what will happen if you launch your concept into market in as life-like a setting as it is possible to get.



1.

### Behavioural impact on market performance

Based on real life purchase behaviour, not claimed behaviour - in a competitive setting. As close to real life as you can get on a concept and product test

2.

### Source of growth vs Competition

Understand the in-market impact of line-up options and/or SKU additions in the competitive environment (share incrementality, source of gains)

3.

### SKU level impact & interactions

Understand source of gains) and own brand sku interactions: cannibalisation vs incremental

4.

### Diagnose via conversion rates

Funnel and conversion rate analysis across alternative scenarios and vs competition to identify where to improve

5.

### Stand out diagnosis

Which products were noticed on the page, plus consumer verbatims on what stood out, what they noticed as new.

6.

### Diagnose purchase drivers and restrainers

Primary image, secondary images, product name, product description, supporting content (videos, reviews etc).

OPTIMIZE  
BRAND ASSET CREATION



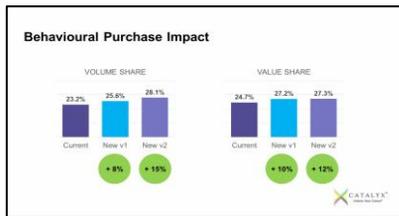
Unlock Your Crowd\*

## Behavioural Concept Test

\*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Your report will consist of an action page with recommendations. 10 minute taxi ride of the synthesised key story, the story behind the action – a 30 minute deep dive bringing to life the insights

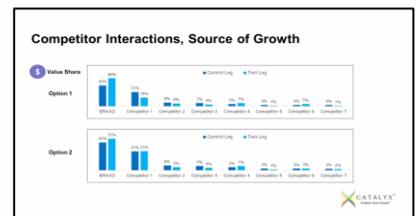
1.

### Behavioural impact on market performance



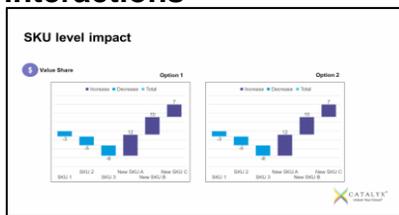
2.

### Source of growth vs Competition



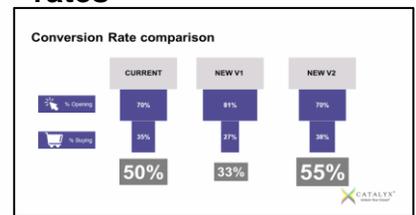
3.

### SKU level impact & interactions



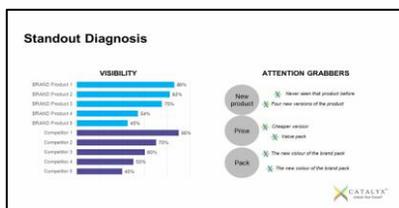
4.

### Diagnose via conversion rates



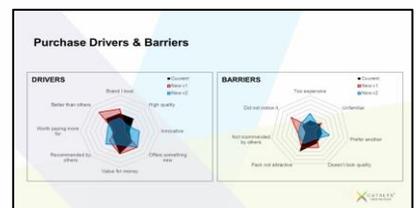
5.

### Stand out diagnosis



6.

### Diagnose purchase drivers and restrainers



OPTIMIZE  
BRAND ASSET CREATION