



Iterative Concept Builder

*The most consumer-centric way to develop a concept from first principles. Build each element of your concept in sprint with your consumers.

Guaranteeing a concept that resonates with your consumer target and wins at database backed tests.

1.

KPI Ranking and Rating

Statistically robust comparative ranking and rating via stated Purchase Intent and a range of KPIs relevant to your category and brand.

2.

Sentiment-coded gut response

Sentiment-coded gut response: positive and negative responses to each idea, derived from emotional response heatmap pins.

3.

Strengths and Weaknesses Identification

Heatmapping and unstructured data response synthesis to identify positive areas to build on and negative areas to dial down.

4.

Emotion & Message drivers analysis

Identify the drivers of interest (including emotion, response, message) through statistical drivers analysis – guiding you to message and tone development.

5.

Category, Brand & Idea mapping

Identifying the extent to which the ideas convey the intended messages, with synergies and gaps vs category needs and current brand views.

6.

Consolidated development recommendations

A consolidated view across all concepts of what is and isn't working to identify the why behind preference

OPTIMIZE
BRAND ASSET CREATION

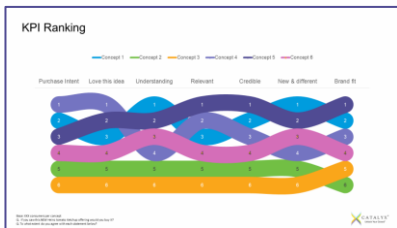


Iterative Concept Builder

*You can be guaranteed of excellent data synthesis, compelling storytelling and concise, actionable recommendations. Each week you'll have the key outputs for that element tested with consumers, and over the 4-5 weeks we'll build the concept together from the winning iterations.

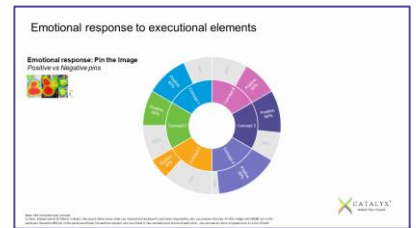
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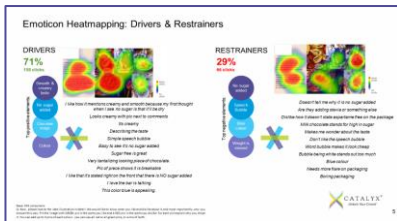
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Sentiment-coded gut response



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Strengths and Weaknesses Identification



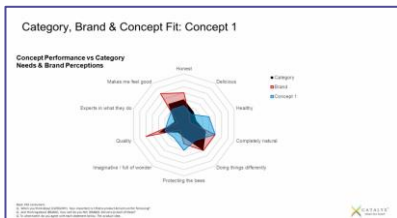
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Consolidated development recommendations

