

Our agile, templated idea screening solution helps you to test and rank product/service ideas for appeal, relevance, differentiation and brand fit.

Benefits

- Further develop ideas after the needs identification stage
- Test and rank product and service ideas for appeal, relevance, differentiation and brand fit
- Focus your effort and investment on the strongest ideas to develop further

Access key metrics that are designed to deliver critical insights

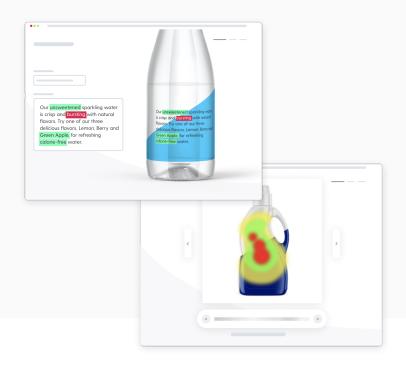
Core Metrics	
Relevance	•
Appeal/Likeability	•
Brand Fit	•
Distinctiveness	•
Believability	•
Choose from	
Purchase Intent	•
Easy to understand	•
Text highlighter/heatmap	•
Like / dislike – open ends	•
Buy instead of – cpg/fmcg	•
Expect to pay – cpg/fmcg	•
No limit on additional customer questions	•

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Score Card & Analytics

- Results populate in real-time in our analytics tool as soon as your survey is launched
- KPI Scorecard consists of
 - Overall data
 - T2B Summary
 - Project Rank

K	J			_		0 152:30			••	1200 Required Completes 6000 Started 5000 Completes	Age Range	
	1				2-54			- Ξ		alyze 🗸 Export 🗸	🎎 🛈 🖧 🕲 🦻 🍸 🖆 🛛 EXPORT LIST: 2 Slide(s) 🗸 🏚	
		Summary'	nmary?		Rank Order		Mean			fast cereals in the last 3 months?	615 Respon	
_		Average top 2 box score	mean sum	Index	Favour	Aretage Top 2 Rox	Sum	Score	Rank			
			58	19	Concept IP: Suitable for vegetarians	0.66666667	2	2.666666667	19	preakfast cereals?	615 Respon	
junner/1	v	5	54	20	Concept 20: Suitable for vegans	0.646	-	2.645	15			
Collevent Bel	w	5	58	21	Concept 21 Made using Himoloyon solt	0.599966667	1	1599966667	37			
	×	5	58	22		0.6735	3	1.6738	10	fast cereals do you often purchase?	615 Respon	
1	Y	5	54	22	Concept 23 Mode using sea solt	0.649833333	2					
	z	5	58	24	Concept 24: Cooked in vegetable of	0.626066667	2 1		30	' level do you like or dislike the idea?	(15 D	
5	AA.	5	54	25	Concept 25: Cooked in olive oil	0.675766667				inter do you me or disine the laco.	615 Respon	
	A8	5	58	26	Concept 26: Cooked in extra wirgin alive of	0.696666667	,667		7			
	AC	5	51	27	Concept 27: Cooked in peakst oil	0.63333333333					📰 Stacked bars 🛛 📊 Bars 🖉 📅	
	AD	5	58	28	Concept 28: Cooked in avocado all	0.578366667	6667		1			
	Α£	5	58	29	Concept 29: Less than 150 caleries per pack	0.6543555667					AV8 10	
1	AF	5	54	30	Concept 30 Less than 100 colories per pack	0.7261	'33		29		36% / 9	
1	Α0	5	58	л	Concept 31 Less than 50 calories per pack	0.570566667	100	_		Like it very much	10.71% / 3	
1	AH	5	54	32	Concept 32 Bigger pack for sharing	0.6342	2		11		18.52% / 5	
	ΔI	5	58	22	Concept 33 Bigger pack for you ino sharing!	0.5856	1	15456	40		10.32.07.5	
1	AJ	5	58	34	Concept 34: Baked not fired	0.6609	2	2.6609	20		24% / 6	
1	AK	5	54	25	Concept 25 Fried the way-you like them	0.607622222	2	2.607632223	34			
c	AL	5	58	36	Concept 36 Air fried	0.675733333	3	3.675733333	8	Like somewhat	28.57% / 8	
A 5 B 4 C 5 C 5 S 5 G	AM	5	51	37	Concept 37: Ait fried, healthier AND crispyl	0.701755567	1	3,731766667	3		7.41% / 2	
	ΔN	6	58	28	Concept 39. Great value	0.542923333	1	15419223323	47			
											16% / 4	
14										Neither like or dislike it	14.29% / 4	
			_							ivertifier like of utslike it	1916 / 19	



Product Features Research Quality & Expertise

- Test up to 50 ideas
- Best-practice survey design and core metrics
- Sequential Monadic evaluation (each respondent rates up to 5 randomised Ideas)
- Minimum of 100 respondents per idea
- Quota Balancing
- Test images and/or text

Special Tools available: Text highlighter, Heatmap

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- Real-time insights from our integrated global panel of 36+ million
- Quantitative and qualitative wrap-around
- Powerful methodologies built-in

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