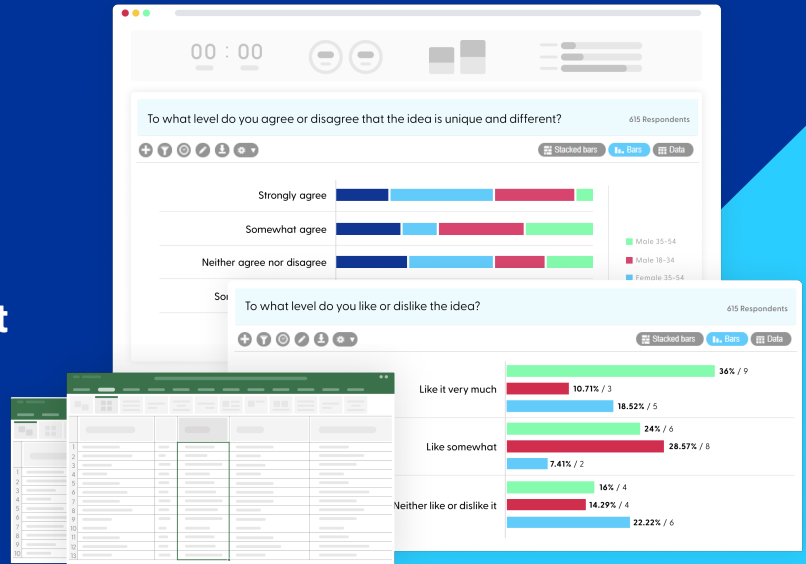


Idea Screening

Find those ideas with the strongest potential to be developed into product/service concepts



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

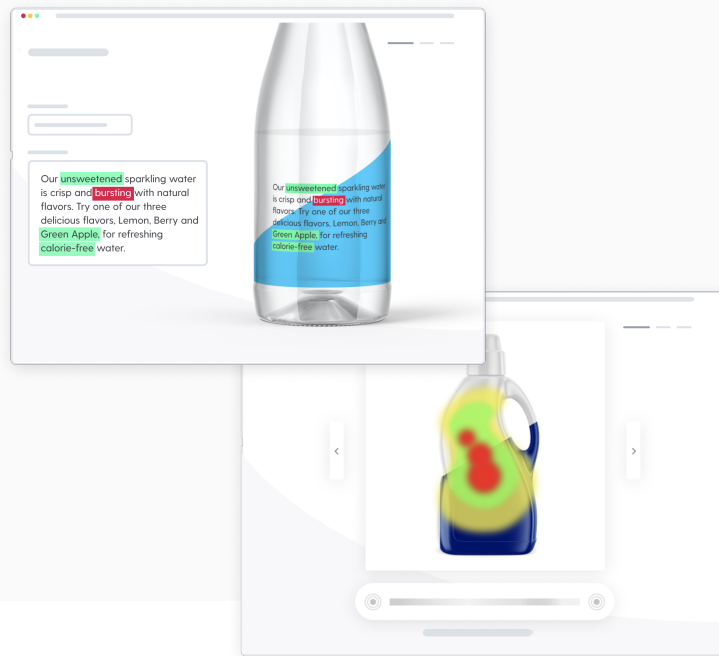
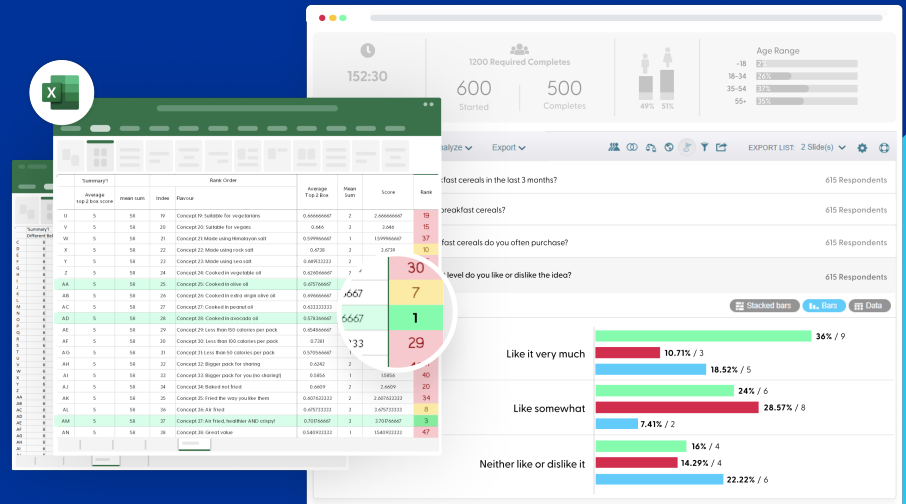
Relevance	●
Appeal/Likeability	●
Brand Fit	●
Distinctiveness	●
Believability	●

Choose from

Purchase Intent	●
Easy to understand	●
Text highlighter/heatmap	●
Like / dislike – open ends	●
Buy instead of – cpq/fmcg	●
Expect to pay – cpq/fmcg	●
No limit on additional customer questions	●

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



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

toluna*start

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

toluna*



Website: tolunacorporate.com