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

<table>
<thead>
<tr>
<th>Core Metrics</th>
<th>●</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance</td>
<td>●</td>
</tr>
<tr>
<td>Appeal/Likeability</td>
<td>●</td>
</tr>
<tr>
<td>Brand Fit</td>
<td>●</td>
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<tr>
<td>Distinctiveness</td>
<td>●</td>
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<tr>
<td>Believability</td>
<td>●</td>
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</tbody>
</table>

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
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

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

Website: tolunacorporate.com