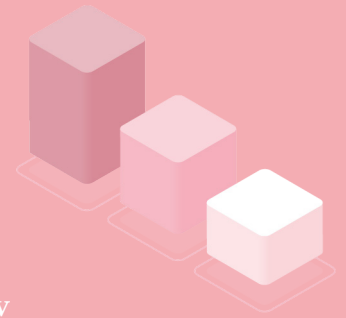


Savanta:

Business Essentials

Product Concept Testing



Understanding how your core target audience will react to your new product concept and how you can optimise it to deliver in-market success

Introducing the Business Essentials range

Business Essentials are a suite of research products that have been designed by our team of B2B research experts to offer a simple, cost effective and replicable approach to answering your business objectives.



How it works

Savanta's team of B2B research professionals have been responsible for testing hundreds of different new product concepts, ranging across many categories and sectors, for leading global B2B brands.

We've designed a simple, data led service that is efficient, valuable and replicable, where our experts handle full operational set up and delivery.

We simply need you to provide your new product concept (we can test very brief product concepts to 'ready to launch' new products with supporting marcoms and materials) and the details of your target audience. Once we have these, we can customise:

- Who the survey goes out to (i.e., whether all UK businesses, UK SME businesses, telecom decision makers)
- Audience size for the research (i.e., whether 500 UK businesses, 300 UK SME businesses or 200 telecom decision makers)

We will work with you to craft your free 5 bespoke questions to ensure they answer your core business objectives and provide the insight you will require.

Our five key stages

- Work with the Savanta team to adapt your questionnaire template
- Identify and define your target audience
- Survey in field
- Access online dashboard for results, supported by our wider deliverables
- Get the insights you need to optimise your new product concept to deliver in-market success



What you will understand

Helping you to...

- Identify how your target audience reacts to the new product concept across our 'tried and tested' key performance metrics
- Understand which companies your audience associate with the new product concept
- Detailed product test; including initial response to the concept, differentiation from competitive offering, appeal of features, preferred pricing model for the new product concept
- Identify future purchase intent and reasons behind the responses
- Understand which company is most likely to be attributed to the new product concept and why
- Influence of company name / brand on the new product concept
- Firmographic (audience) profiling / targeting

Ultimately insight and intelligence which will enable you to validate the proposition to take it forward to the next stage of development and understand which levers you should pull in marcoms to optimise its chance of future success.

Costs

£2,500 (exc.VAT)






Plus sample cost for your bespoke audience

Why the Business Essentials Product Concept Test?

Benefits include:

- **A cost effective, high value alternative** – Allows you to run your core projects at a lower cost in our current challenging business environment
- **Visual outputs** – Online dashboard with an easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our product concept testing experts
- **Flexibility** – Questionnaire enables you to tailor option lists, ensuring they are relevant and targeted at your new product concept, its features, the preferred pricing model, and understand which companies are most likely to be associated with it
- **Bespoke insights** – Option to add 5 bespoke questions for free, to give you additional insights on your wider business objectives and research needs

Deliverables

-  Access to online dashboard with automated insights of all measures
-  PPT charted output by question
-  Excel data tables
-  PDF summary document (one page, outlining key findings and insights)
-  Online cross-tab functionality for data integration

Make better decisions

better.decisions@savanta.com | savanta.com