



Concept Test

Determining the strengths, weaknesses and opportunities for optimizing new concept ideas to deliver in-market success



Savanta Essentials

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

How it works

Savanta's team of NPD experts will design your questionnaire, having tested over 30,000 different concepts, ranging across many categories and markets. We then simply need you to provide your concepts and clarify your audience, to ensure we can evaluate how the concept performs against your target customer. We will test each one amongst a matched audience using our online consumer panel.

Five key stages:

- Work with the Savanta team to adapt your questionnaire template
- Identify your target audience
- Survey in field
- Access online dashboard for results
- Identify the best performing concept

What you will understand

Helping you to...

- Identify which concept is the best performing within as little as 24-48 hours
- Identify purchase intent across concepts
- Evaluate its Concept Potential Measure (CPM) score benchmarked against the competition
- Understand strengths and weaknesses of the concept/message/pack
- Include audience profile/targeting
- Validate the proposition to take forward to next stage of development

Why Essentials Concept Testing?

Benefits include:

- **A cost effective, high value alternative** – Essentials allows you to run your core projects at a lower cost in a post pandemic and economically uncertain market
- **Visual outputs** – Online dashboard with easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our Concept Development experts
- **Speed of delivery** – Working within consistent modules speeds up all elements of the process. Results can be turned around in as little as 24-48 hrs

Deliverables:

- Access to online dashboard with automated insights of key campaign metrics
- PPT Charted output by question
- Excel data tables
- Pdf summary deck
- Online cross-tab functionality for data interrogation

The Costs:

Starting from \$2,500 (USD)

(Based on testing 2 concept amongst N=300 US Nat rep audience)

