

CASE STUDY - CONCEPT TEST PRODUCT: CHOOSING THE BEST PRODUCT IDEA PER COUNTRY

BUSINESS CHALLENGE

Testing two different product ideas in three countries (NL, FR, ES), to find the best performing product idea per country.

RESULTS

The results showed there was one product idea that performed well in all countries. It received the strongest acceptance scores, and in overall evaluation this product idea was significantly better on purchase intent, for all countries. However, the RTB analysis showed the local nuances for each country – the most appealing RTB for the best performing product idea was different for each country.

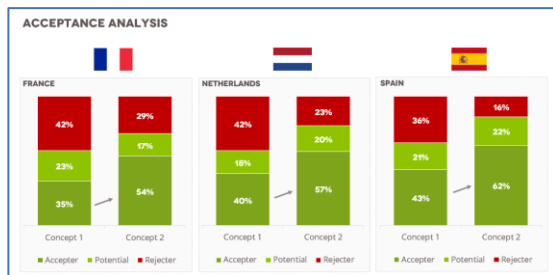


Figure 1: Acceptance analysis product ideas per country

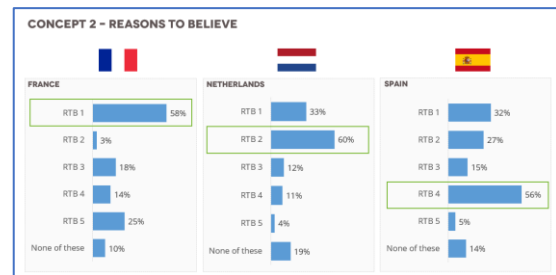


Figure 2: RTB analysis best performing product idea per country

KEY TAKE OUT

Based on the result the client decided on a global development of the best performing product idea but implemented a local communication strategy, based on the most appealing RTB per country, to ensure a successful launch in all markets.