

## CASE STUDY - CONCEPT TEST PRODUCT: CHOOSING THE BEST PRODUCT IDEA

### BUSINESS CHALLENGE

Screening multiple product ideas to uncover the most appealing and best performing idea for further development.

### RESULTS

The results showed there was one product idea that outperformed the other ideas. It received the strongest interest and acceptance scores, and in overall evaluation this product idea performed significantly better on purchase intent. The RTB analysis provided further insight on the main elements that are most appealing for consumers.

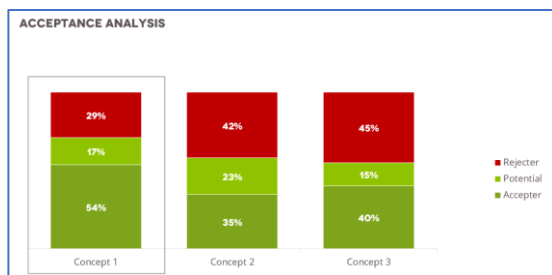


Figure 1: Acceptance analysis product ideas

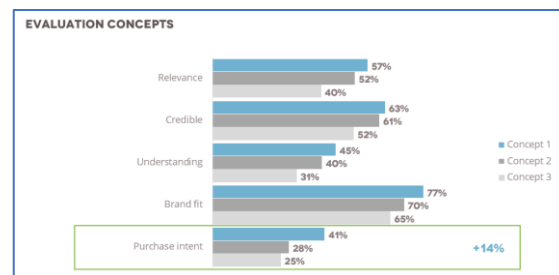


Figure 2: Overall evaluation product ideas

### KEY TAKE OUT

The client decided to move forward and further develop the best performing product idea. The RTB results gave them clear guidance for the introduction and communication strategy to ensure a successful introduction.