

CASE STUDY - CONCEPT TEST PRODUCT: OPTIMIZATION PRODUCT IDEA

BUSINESS CHALLENGE

Evaluating a new product idea to find potential areas of improvement to ensure a successful launch and generate in-market impact.

RESULTS

It became clear that the product proposition resonated strongly amongst the primary target audience, but that they needed to tailor their communication to also convince a broader target audience to purchase their product by choosing different RTB's.

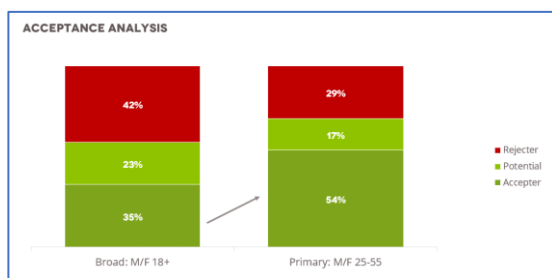


Figure 1: Acceptance product idea primary versus secondary target

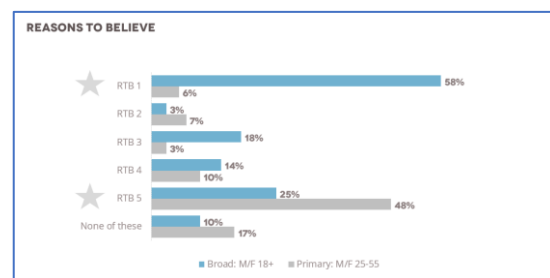


Figure 2: RTB evaluation

KEY TAKE OUT

Based on the outcomes of this study, our client changed the focus of their communication strategy to make their product appealing for a broader target. The product launched successfully and can now be bought nationwide.