

Concept Prioritizer™

Solution Overview

Concept Prioritizer is an agile quantitative test that allows your target consumers to evaluate your ideas. We leverage statistical testing on key metrics so you can quickly prioritize the ideas that hit the mark with consumers and confidently progress to the next round of development.

Stimuli We Test

Stimuli are the elements used to communicate the product idea to survey respondents. We can test most types of stimuli at most phases of your development:

- Ideas / Concepts
- Names
- Flavors / Varieties
- Packaging
- Claims / Benefits / RTBs

How It Works



Provide Stimuli



Align on Key Metrics



Targeted Respondents Evaluate



Analyze Results & Rank Concepts

Key Report Deliverables

GUTCHECK SCORECARDS

CONCEPT METRICS (N=200), TOP TWO BOX

Concept vs. Mean Scorecard

Concept Name	Metric 1	Metric 2	Metric 3
Guarantee you'll love the taste or your money back	68%	60%	53%
Tastes like sugar	64%	58%	33%
Sweetness the way before introduced	59%	52%	46%
No bitter aftertaste	59%	56%	36%
Guarantee you will like the taste better	59%	52%	46%
Sweet like sugar	56%	55%	33%
Tastes better or overall	43%	39%	35%
Likes sugar, but better	59%	29%	26%
9 out of 10 prefer the taste	50%	36%	30%
No sweetener tastes better	45%	37%	34%
Mean	51%	48%	37%

KEY METRICS SUMMARY

CONCEPT METRICS (N=200), TOP TWO BOX

This concept significantly outperformed the mean on all key metrics

Bar chart showing performance on Appeal (96%), Purchase Intent (85%), Reliability (60%), and Uniqueness (72%) compared to a mean baseline.

CONCEPT TAKEAWAYS

EXECUTIVE SUMMARY

This concept performed well enough, relative to the mean and other benchmarks, to move forward into further development.


Key Findings, cont.

This concept performed significantly higher than the mean on the two most important metrics – appeal and purchase.

Appeal: This is the highest appeal amongst any of the concepts and means that people have a very favorable view of this concept when compared to other competitors.

Purchase Intent: In addition to appeal, respondents have very high purchase intent for this concept and this is encouraging. This is significantly higher than the mean and beats all concepts.

60%

GutCheck 

GutCheck Concept Prioritizer Points of Difference

Speed & Cost Savings: We've combined technology automation with optimized processes to run studies efficiently and affordably.

Full-Service Researcher Support: Our research strategists own the project from study design through data analysis, using the best practices and expertise to ensure your study is run properly and is synthesized into an actionable report.

Configurable Metrics: Our research strategists work with your team to identify the key metrics that are relevant to your brand, audience, and category.

Targeted Audiences: Reach your specific audience using demographic and behavioral screeners or segmentation algorithms.

Methodology

Quantitative test

Monadic or sequential monadic available

Grids available (names, flavors, varieties, claims)



Audience

Starts at 100 views per concept, min. 200 per study

Can be targeted through demographic and behavioral screening questions or a gen pop recruit

Segmentation algorithms available



Study Design & Analysis Available

Up to 6 key metrics

E.g., purchase intent, uniqueness, believability, value, quality, etc.

GutCheck scorecards with statistical testing

Key findings addressing your research question

Automated coding for open-end analysis

Heat maps (static images only)

Crosstabs



Timeline Parameters

6-8 Days from recruit to report

Additional time in field required for international and difficult-to-reach audiences

