GutCheck

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

KEY METRICS SUMMARY

CONCEPT KEY TAKEAWAYS

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

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