

# Competitive Checkpoint™

## Solution Overview

Competitive Checkpoint is a quantitative analysis that shows you targeted consumers perceive your product concept(s) relative to competitors and identifies key areas for refinement.

## Common Research Objectives

Understand how your concepts compare against your competitors in the minds of consumers.

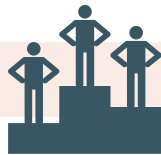
Uncover what your consumers like/dislike about your competitors.

Diagnose key areas to focus on in refinement.

## How It Works



Provide concept(s)



Select competitors



Collect respondent feedback



We analyze results & identify refinement opportunities

## Key Report Deliverables

**HEAT MAP LIKES**  
 Snacks, Pow Snack Bar  
 Consumers responded favorably to protein, grains and raspberries and suggested that it could be a competitive on-the-go snack option for the listed price. Grains, protein and raspberries are all cited as reasons to believe the power and energy source in this concept.

**HEAD TO HEAD HEAT MAPS**  
 60% selected a category like (n=120)

**CONCEPT SCORECARDS**  
 Snack Bar should focus on believability and value as they lag far behind the market leader of the category

Concept	Competitive Checkpoint Index	GutCheck Composite Score	Purchase Intent	Believability
Competitive Checkpoint concept 1	100	2.06	47%	53%
Competitive Checkpoint concept 2	84	1.72	40%	44%
Food 4 U Snacks, Pow Snack Bar	73	1.50	30%	33%
Food 4 U Snacks, Chi-Yeah Snack Bar	70	1.45	28%	35%
Competitive Checkpoint concept 4	70	1.44	29%	36%
Competitive Checkpoint concept 5	59	1.21	26%	28%
Competitive Checkpoint concept 3	57	1.17	31%	28%

**KEY DRIVERS REGRESSION ANALYSIS**  
 Indicator Performance Chart  
 For the bar concepts tested, the largest areas for improvement to increase CI scores are to improve perceptions of the taste and the products' value.

Secondary Strength, Maintain  
 Core Strength, Leverage  
 Secondary Weakness, Low Gain  
 Critical Weakness, Fix

Legend: Chi-Yeah (Blue), Pow Snx (Green)

Importance: Better

# Competitive Checkpoint Points of Difference

**Competitor Transparency:** We collaborate with your team to select the competitive set of brands and SKUs to be evaluated against.

**Head-to-Head Competitor Analysis:** Key metric scorecards, heat maps, and head-to-head analysis help to understand consumers' perceptions of your competitors and identify key areas to optimize your product concepts.

**Key Drivers Regression Analysis:** Identifies the most important areas to focus on for concept refinement to impact purchase behavior.

## Methodology

### *Quantitative concept test with up to 5 benchmarks*



Test up to 5 of your own concepts

Testable stimulus should be comparable against e-commerce product information

Up to 5 benchmarks; concept cards will be built by one of our research strategists by collecting online product data to replicate how products will be represented in market

## Audience

### *Starts at 200 views per concept*



Targeted through demographic and behavioral screening questions; can also recruit gen pop audiences

Currently available in the United States

## Study Design & Activities



Key metric scorecard with 7 metrics

3 standard metrics: purchase intent, uniqueness, believability

4 flexible metric questions

Heat map

Open-end text analysis

Key drivers regression analysis

Composite scorecard rankings based off metrics that impact purchase behavior

## Timeline Parameters

### *8-11 days from launch to report*



Days are correlated to the number of concepts tested

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