GutCheck®

GutCheck Constellation™ Concept Prioritizer with Loyalty Analysis

Ensure Your Best Concepts Translate into Successful Product Launches

New product ideas can often pass through all of the traditional tests and market research with flying colors, only to have the actual product fall flat once it hits the market. This leaves many wondering why all of those concept-favorable consumers are nowhere to be found once their product is in market.

With GutCheck Constellation™ Concept Prioritizer with Loyalty Analysis, you get access to way more than just the percentage of consumers who are favorable to an idea. By connecting concept test data with big data analytics, this solution not only provides you with rich consumer profiles of high-potential adopters of your new product, but it also precisely outlines the "who" and "where," including "how" to connect with them. That way, you can launch your products with targeted activation plans that will resonate with the audiences that give you the greatest chance of gaining traction in market.

How It Works

1 **Identify your top product concept and its market impact**

Using KPIs, we prioritize your product innovations. From there, the GutCheck Constellation™ framework uncovers the expected market impact of your new product relative to other brands in your category and identifies which types of consumers are most likely to adopt it.
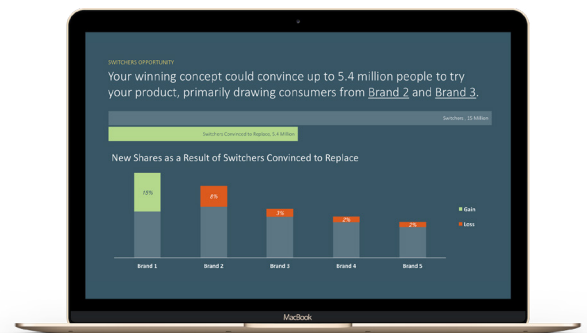
2 **Understand all of the unique details of your favorable consumers**

We isolate and analyze your most favorable audience. Going beyond demographics, we unlock thousands of big data points to build a rich and contextual consumer profile, including their unmet needs, buying behavior, interests, activities, health and wealth indicators, as well as media and content consumption.
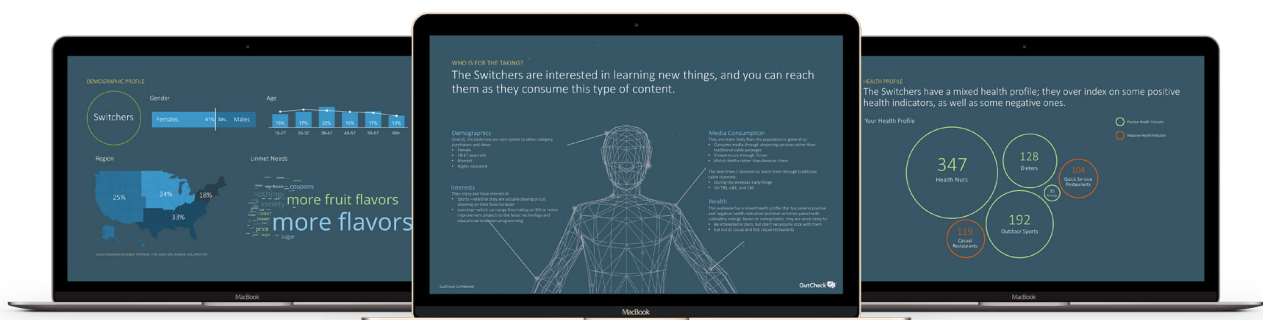
3 Activate your target audience with specific messaging tactics

After you've identified the right product and audience, we provide you with the "what," "where," "when," and "how" for effectively reaching your buyers. Social listening data combined with IBM Watson™ personality analysis allows you to engage in a way that aligns with your customer's emotions, needs, and values.

Examples shown represent only a small portion of the Prioritizer Report.
Please contact your GutCheck representative to see a full report and learn more.

Address Common Research-Driven Business Objectives

Develop Market-Driven Products
Understand what motivates and drives your key audience, including their buying behaviors, current and unmet needs, and product considerations.

Build Better Creative Briefs
Once you've identified the new product concept for development, ensure your agency or internal marketing teams have the full picture of how to best reach your target audiences.

Gain Competitive Intelligence
Uncover the category competitors, from which your new product has the highest likelihood of gaining market share, and the competitors that represent the largest threat to yours.

Maximize Media Spend
Not only understand how to best message to your concept-favorable consumers, but also identify how to best target your highest potential audiences for a better ROI on activation.

Drive High-Value, Unique Insights in Weeks, Not Months

Proven Survey Methodologies

Research-Grade Big Data

Cutting-Edge Technology

Human Expertise & Analysis