

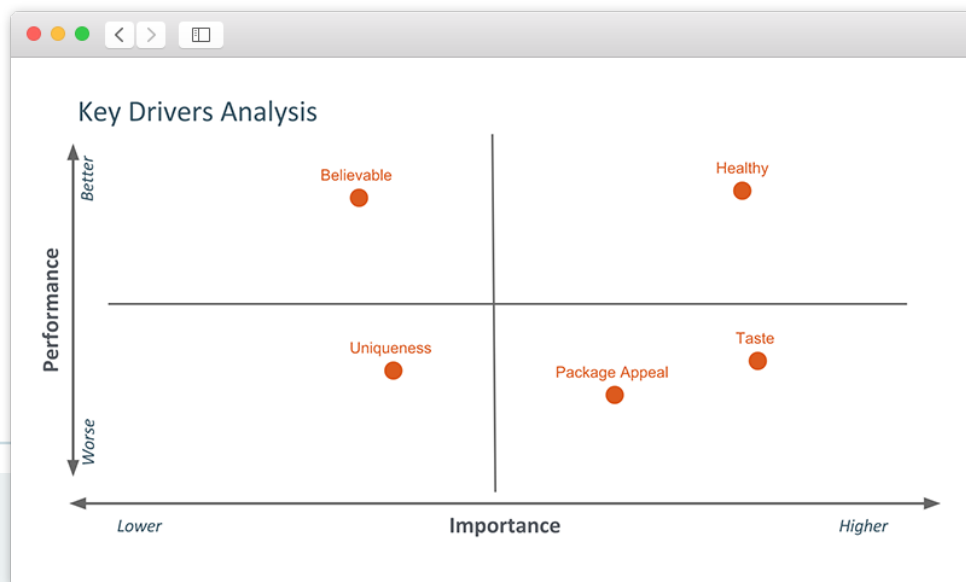
Key Drivers Analysis with GutCheck

Identify the Most Important Areas to Refine

During concept or creative testing, after you've identified your top ideas to move forward with, your focus turns to the next key question: *"What should I do to improve my ideas before they hit market?"*

Key Drivers Analysis enables you to empirically identify the metrics that have the greatest impact on key outcomes. So you can focus your time and resources refining the areas that matter most.

Key Drivers Analysis

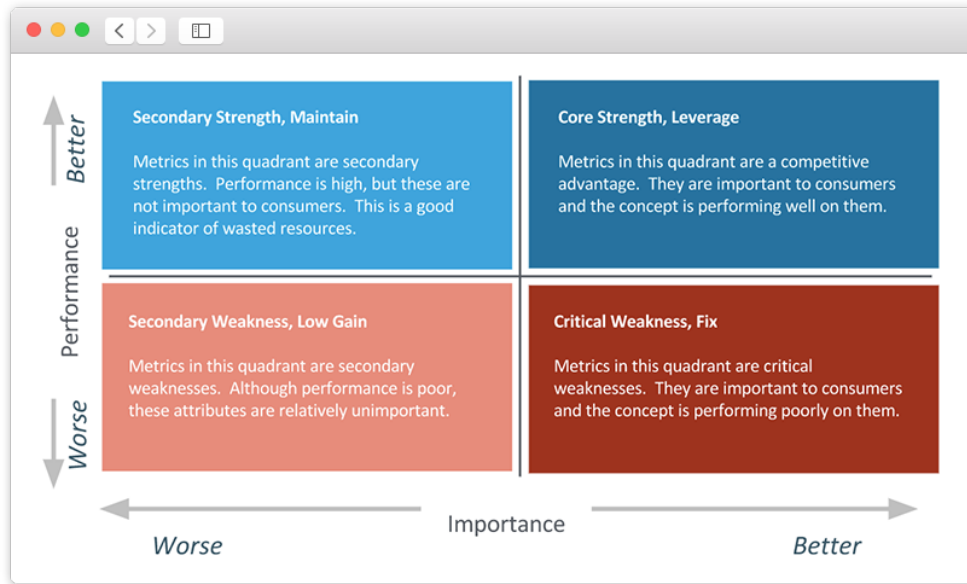


How It Works

Key Drivers Analysis can be applied to concept and creative prioritization research. It uses a relative weights analysis to estimate the importance of correlated predictors typically found in survey data. Unlike a standard regression analysis, relative weight takes into account both direct and indirect effects, which make the predictors more accurate. Then, the relative weights are rescaled to percentages, making it easy to communicate the importance of each predictor and take action on them in a meaningful way.

How to Interpret the Key Drivers Analysis

- The X axis measures importance relative to the desired outcome metric (typically *purchase intent*).
- The Y axis measures performance relative to the other independent variable metrics.
- The drivers (independent metrics) are plotted out into the table quadrants based on their scores. The quadrant placement helps you quickly understand the opportunities for refinement and resource investment.



An Example: Good For All Chi-Yah Bar

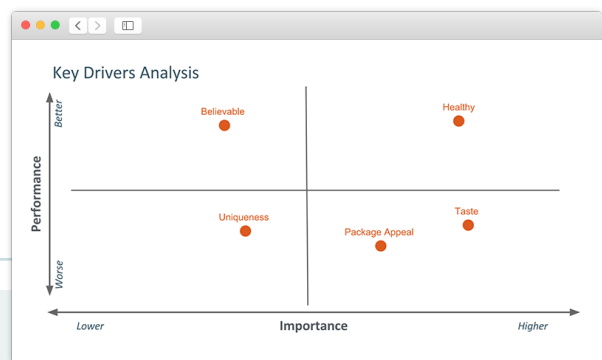
Let's take a look at an example from the Good For All snack bar company, who tested their Chi-Yah concept with a desired outcome of consumers' intent to purchase the bar; the remaining dependent metrics were measured according to that.

Good For All, Chi-Yah Snack Bar

Good For All Chi-Yah snack bar is an easy way to pack a powerful punch of energy on the go. It's made with a delicious blend of blueberry, chia, oats, barley, and honey; to provide the the sustained energy you need from, protein, omega 3s and fiber.

- 5 grams of protein
- Omega 3s from chia
- 15 grams of whole grains including oats, chia and barley
- Only 90 calories

\$1.99 for a 1.5 oz. bar



From this table, we can quickly come to some conclusions:

- The bar is seen as healthy, which is a strength that should be leveraged as they go to market.
- Taste and packaging are both identified as critical weaknesses that would negatively impact *purchase intent*. At the minimum, packaging refinement is required to address these issues, but there may be implications for ingredients as a whole.
- The product claims were generally as believable, but that wasn't an area that had much impact on consumers.
- The bar was not seen as unique, but that is not an area particularly important to consumers.

Go a Level Deeper

Our research team adds depth to Key Drivers Analysis with heatmap exercises and analysis of open-ended comments to help you know which independent variable(s) can be improved upon to positively impact the concept's performance.



“I have been eating granola bars for a long time and this one does not sound like it would be very tasty. Plus it looks kind of funny.”

Male,
19, Colorado

“I have never heard of this ingredient being used in this type of product before, I would definitely need to test it out to make sure I like it before buying it all the time.”

Female,
24, New Hampshire

How to Run Key Drivers in Your Next Study

Talk to your team about incorporating Key Drivers Analysis.

- During scoping, we'll advise on a desired outcome metric—most often this is purchase intent or appeal.
- From there, we'll align on the proper drivers (independent variable metrics) that impact the desired outcome.
- During analysis, we'll provide your Key Drivers Analysis table, which will map out relative impact that each metric has on the desired outcome. We'll also provide our recommendations to help you focus on the most critical elements to fix or highlight within your concept or creative.