Concept testing





GWI

What's the benefit for you?

Incorporate tailored research into every stage of concept development, from ideation to testing.

Get actionable audience insights that support better decision-making, giving your ideas the best possible chance of success.



Why GWI?

Test your winning concept Optimize every detail before launch

Develop a winning concept

Make sure your solution reflects your target audience's needs and perspectives



Explore your potential target audience

Find out exactly what they expect from each new concept

How it works

Scope

Use our main survey data and recontact expertise to build a clear understanding of your target audience, key market trends, and white space/market opportunities. Get insight into audience values, lifestyles, attitudes, and pain points to steer concept development.

Test

Develop and test multiple early stage ideas to see which creates the strongest impression with your target audience. Use our optional off-theshelf testing package to accelerate the testing process, quickly identifying the right concepts to progress.

Refine

Fine-tune concepts and optimize your ideas using advanced techniques including Max Diff (to quantify audience preferences), **Conjoint** (to understand the appeal of different components or features), and pricing models (like Van Westendorp and Gabor Granger).

Forecast

Understand potential return on investment by measuring likely uptake. Identify barriers and levers to adoption that strengthen your strategy. Validate plans by syncing your recontact sample with our 40,000+ consumer data points, unlocking a wealth of detail about your target audiences.



Demographics



Attitudes & interests



Purchase behaviour



Work & professional life

See your audience in ultra high definition

Combining and syncing Custom results with our Core dataset means all your data is in one place and you can easily profile your exposed group against data points from a huge range of categories:



Marketing touchpoints



Social media



Technology & devices



Online activities



Media



Sports & exercise



Lifestyle

Want to know more?

Get in touch with your account manager or email us at <u>sales@gwi.com</u>

