

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.

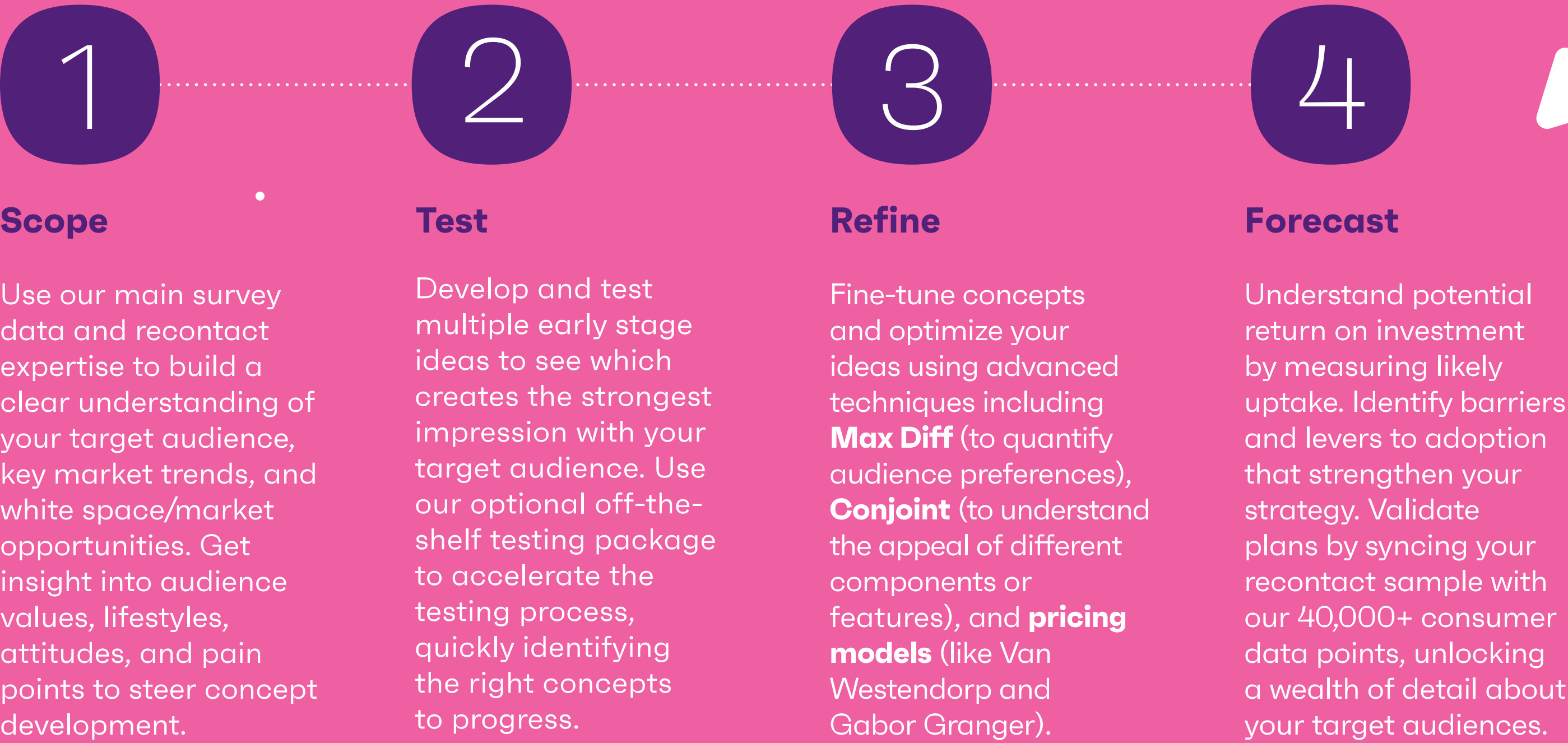
Why GWI?

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



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:

- Demographics
- Marketing touchpoints
- Media
- Attitudes & interests
- Social media
- Gaming
- Purchase behaviour
- Technology & devices
- Sports & exercise
- Work & professional life
- Online activities
- Lifestyle

Want to know more?

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