



New Products Acceleration

The Art and Science of New Products



Acceleration

From the initial spark of an idea through concept testing and product introduction, **Decision Analyst** offers an integrated set of consulting and research services to help you expand and accelerate your new products and new services development efforts.

Alignment

New products do not magically pop into existence. There must be boundaries, guidelines, context, and objectives to guide new product's development efforts. That's why the process begins with intensive discussions with project stakeholders (senior executives, brand managers, R&D scientists) so that we develop a comprehensive understanding of the client's goals and needs.

In The Beginning

Step one of the new product's development process begins with in-depth qualitative research (focus groups, depth interviews, ethnographic analyses, in-the-moment research) to develop an understanding of consumers' motivations, perceptions, preferences, and problems related to the target product category. Really understanding the consumers' underlying motives and needs provides the "starting points" for new product ideation.

The Creative Phase

The second step is the creative phase. Our Applied Creativity Process® is guided by the client's objectives, constraints, and business realities. Within these guidelines, hundreds of relevant new product ideas and idea fragments are created using the Imaginators® online community of more than 2,000 exceptionally inventive consumers. More than 250,000 consumers have been screened and tested to identify these 2,000 highly creative Imaginators®. The creative process is amplified by choosing Imaginators® who have relevant category experience, so that real-life needs are guiding their creativity.



Decision Analyst's Insights & Innovation Team plans and facilitates these innovation sessions, using an array of creativity techniques and stimuli. The combination of clear-cut objectives, category experience, and exceptional creativity yields a windfall of relevant new product ideas. Working in tandem with the client, the Insights & Innovation Team selects the new product ideas with the highest potential and develops them into first-stage new product concept boards. Ten (10) to 20 viable new product concepts are typically produced at this stage.



Concept Refinement

Once new product concepts are finished, small-scale qualitative methods (online or offline) are used to make sure the concepts are communicating as intended. This is an important step because it provides confirmation that the new product concepts are, indeed, ready for testing. Typically, 12 to 15 depth interviews are used for this qualitative review. If consumers do not understand a concept, then it's revised based on the qualitative feedback. Then, the new product concepts are ready for formal testing.

Concept Testing

The next step is testing the concepts, using our worldwide online consumer panels. ConceptScreen® is the online system used to evaluate many concepts to identify those with the greatest chances of success. The results are entered into a mathematical model to identify the winning concepts.



The highest-rated new product concepts are then tested using the monadic testing system, ConceptTest®. Representative samples of target-market consumers see and evaluate the concepts (monadically) so that the results can be compared to action standards and norms. It's really important to look at the concept screening and concept testing results through a volumetric lens, not just a minimum purchase intent score or a minimum uniqueness score.

Product Testing

Those new product concepts that appear to offer sufficient volumetric sales potential become the templates for new product development. As new products are developed, Optima® in-home product testing is essential. Target consumers are recruited online to use the new product in their homes. After a week or two of in-home usage, the Optima® after-use questionnaire is administered via an online survey (PC, tablet, or smartphone). Often several iterations of testing and refining are necessary to achieve the best possible product.

Name Testing

Is the new product's proposed brand name appealing, memorable, readable, pronounceable, and unique? NameScreen® is the system used to evaluate up to 100 brand name candidates to identify the better ones. These "better" names are then evaluated within the context of a concept, product, or package test.

PackageTest®

The new product's package can be tested to make sure that it attracts attention on the retail shelf and accurately conveys the product's story to potential buyers at the point of purchase. This is especially important if the new product will not receive heavy media advertising support. PackageTest® measures attention value, brand name registration, main message communication, and other key packaging metrics.



CopyTest® Advertising Research

As the new product approaches launch, testing the introductory advertising is essential. Testing the advertising helps ensure that the new product's story is accurately told to consumers in a compelling way. Many potentially successful new products fail because of poor introductory advertising. CopyTest® is the recommended advertising testing system. CopyTest® results can also feed into volumetric forecasting models to refine sales forecasts or to evaluate the effects of different media weights.



Conceptor® Volumetric Forecasting

Actual sales-volume potential (retail depletions) is estimated through Conceptor® forecasting models to predict trial and repeat purchase rates during the new product's introductory year, based on inputs from ConceptTest®, Optima® product testing, and CopyTest®, as well as marketing plan variables supplied by the client (such as distribution build, media advertising weights, and consumer and trade promotion plans). The volumetric forecasting models are calibrated to each client's history and business patterns to ensure maximum accuracy.

Why Decision Analyst?

Decision Analyst is a leading global marketing research and analytical consulting firm with more than 35 years of experience in new product research and consulting. Its staff has worked on hundreds of successful new products. With worldwide online panels and interactive systems, innovation processes, and analytical systems, Decision Analyst can help accelerate the pace of your new product development efforts. Give us a call.



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