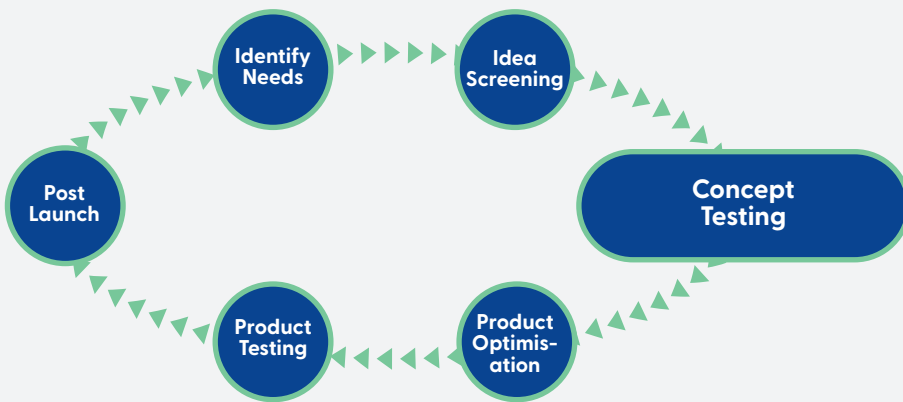
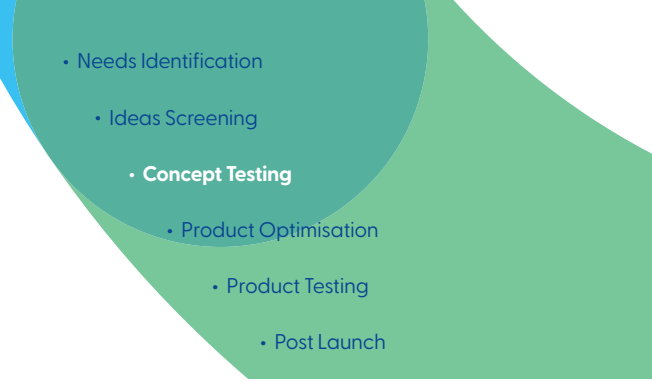


Concept Testing

Our Concept Testing solution offers a fast and flexible, expert approach that helps you identify the best product or service concepts for maximum impact in market. And because it's powered by Toluna Start automation, you get best-practice research quality coupled with instant access to your target audience and real-time reporting, all at the speed your business demands.



Your business need

Which product / service idea or elements will be most successful with your target audience
 Agile, real time concept testing

1 We make it easy

- You give us your concepts – 1 to 12 per survey
- Tell us your target audience – gen pop or targeted
- Tell us your market coverage – 50+ markets worldwide and multiple languages and selecting your target audience from our online global influencer panel of 30+ million people

2 We set up a high quality design

- Monadic or sequential monadic design
- Advising on your metric options and custom questions to add to our pre set-up survey
- Branded/unbranded; priced/unpriced
- Minimum of 100 respondents per concept/pack
- Strong random assignment based on demographics and custom profiling questions

3 We launch quickly with real time results

Often same day, via KPI dashboard and online reporting, providing benchmarking where relevant.

4 So you can focus on what matters

Our experts will be there at every step of the way helping with any support or additional analysis, so you can spend time making the best 'go/no-go' decisions for your business.

Consistent best-practice metrics.

Core metrics	Additional metrics
Likeability/appeal	Value for money
Purchase intent (priced/unpriced)	Likes/dislikes (open-end)
Distinctiveness	Importance
Believability	Easy to understand
Brand fit	Brand impact

Key features	
Heatmap	Pricing assessment
Text highlighter	Head to head comparison

If our Concept Testing solution doesn't suit your requirements we can create partly or fully bespoke concept testing surveys for you instead.