



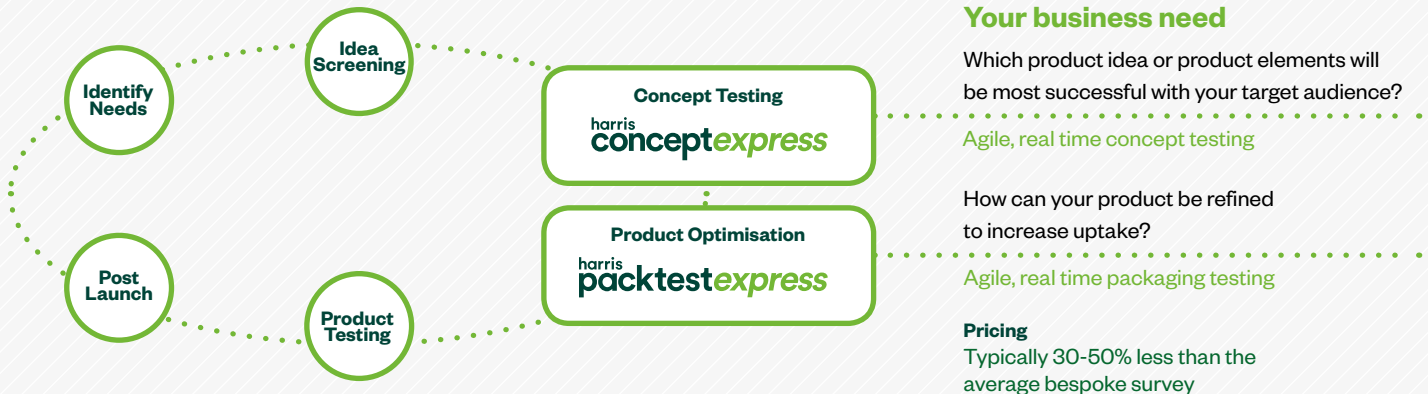
product development

harris
conceptexpress

harris
packtestexpress

- Identify Needs
- Idea Screening
- Concept Testing
- Product Optimisation
- Product testing
- Post Launch

Concept Express and PackTest Express are fast, flexible and cost effective solutions that help you answer key questions at specific phases of the product development lifecycle. Use of similar metrics and real time results dashboard provide familiarity, consistency of measurement, and ease of use/interpretation, making them an effective combination as part of your product development programme.



1 We make it easy

- You give us your concept or packaging images – 1 to 8 per survey
- Tell us your target audience – gen pop or targeted
- Tell us your market coverage – 40+ markets worldwide and multiple languages.

2 We set up a high quality design

- Monadic design
- Branded/unbranded; priced/unpriced
- 150+ respondents per concept/pack
- Selecting your target audience from our online panel of 13+ million people
- Advising on your metric options and custom questions to add to our pre set-up survey

3 We launch quickly with real time results

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



General population or high IR targeted audiences UK/FR/DE/IT/ES/US



Lower IR target audiences and other markets

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.

The metrics have some consistency so you can see the % rating changes from one phase to the next.

	harris conceptexpress	harris packtestexpress
Like & dislike open end	✓	✓
Likeability	✓	✓
PI unpriced & priced	✓	✓
Distinctiveness	✓	✓
Easy to understand		✓
Believability	✓	✓
Brand fit	✓	✓
Relevancy	✓	
Value for money	✓	
Brand impact	✓	
Volume & frequency CPG	✓	
12 attributes and 3 custom questions	✓	✓
Head to head		✓

PackTest Express also uses timed exposures of individual packs and packs within a shelf environment, to simulate consumer subconscious/ quick decision making at the moment of choice.



Click here to view the demo



For further information please contact your usual account manager or call us on the number below:

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