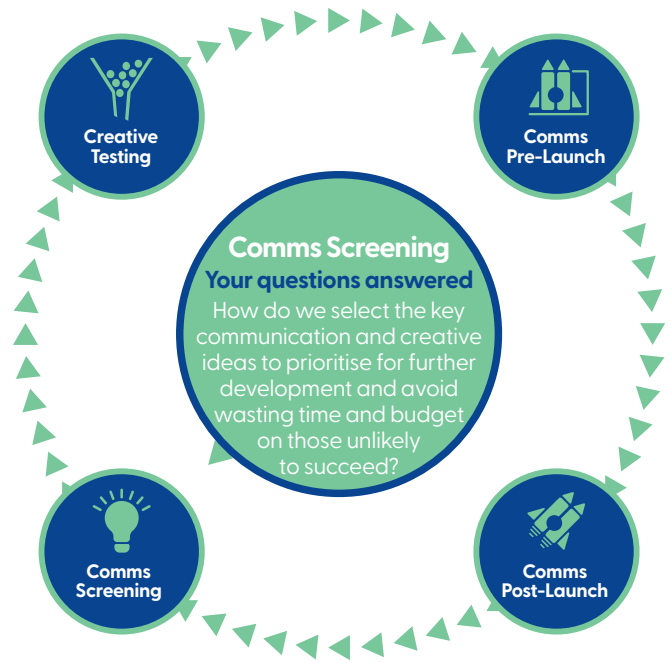


Comms Screening

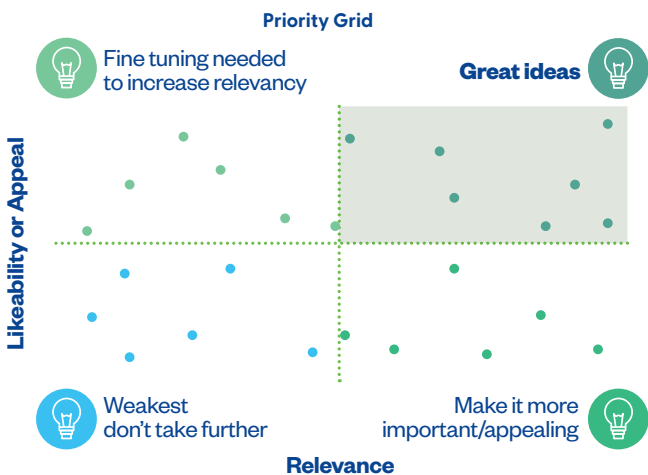
Screen multiple needs or ideas to identify the most promising.

Success early in the communications development cycle gives you a better chance of developing messaging that chimes with market needs. However, consumer input isn't always gained due to budget and time constraints, with important decisions driven by an internal-only view.

With Harris Interactive's Comms Screening this is no longer an issue. You can quickly and cost effectively assess your new product/service needs or ideas amongst your consumer audience and we'll highlight where you need to focus your effort and investment.



You'll know which ideas/needs are worth further focus



Supplement with Harris Pop Up Communities, or bespoke qual, to add in-depth inputs and insights

Choose from a simple standardised approach or a more flexible option

Standard KPI's

- Appeal
- Relevance
- Likeability
- 3 custom questions
- 3 custom statements

Optional KPI's

- Other KPI's including distinctiveness, easy to understand, believability etc
- Like and dislike open ends
- Text Highlighter for liked/disliked words
- Paired comparison for the winning preference

Methodology

- Online consumer survey
- Up to 40 randomised ideas
- Sequential monadic – respondents will see a selection
- 150 minimum sample size per idea
- Text and/or image stimulus
- Same/next day launch
- Deliverables within one week
- Standard markets/languages