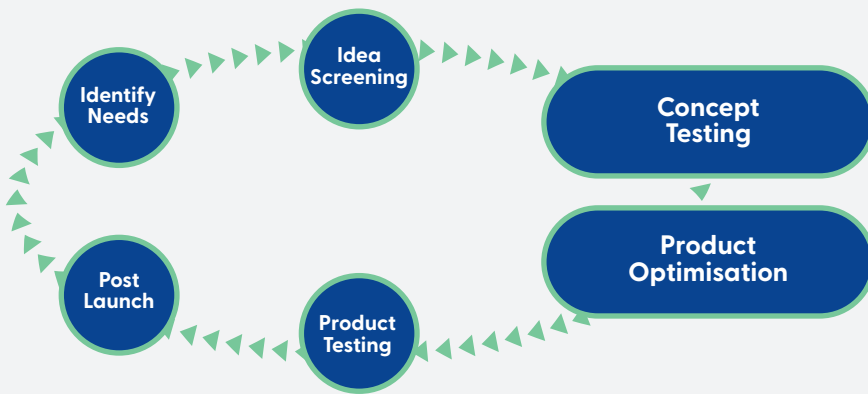


Concept & Pack Testing

Our Concept and Pack Testing solutions are fast and flexible, expert approaches that help you identify the best product or service concepts and pack designs for maximum impact in market. And because they're 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

How can your packaging be refined to increase uptake?

Agile, real time packaging testing

1 We make it easy

- You give us your concept or packaging images – 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

2 We set up a high quality design

- Monadic or sequential monadic design
- Branded/unbranded; priced/unpriced
- Minimum of 100 respondents per concept/pack
- Selecting your target audience from our online global influencer panel of 30+ million people
- Strong random assignment based on demographics and custom profiling questions
- 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.

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 across Concept and Pack.

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	Concept	Pack
Timed exposure		✓
Heatmap	✓	✓
Text highlighter	✓	✓
Pricing assessment	✓	
Head to head comparison	✓	✓