

How A Premium Baby Gear Brand Quickly Assessed The Competitive Landscape To Optimize New Product Development



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You don't know what 'good' is without this type of study. We've done concept testing, but Competitive Checkpoint™ was more valuable for us because it shed light on different areas of the concept, showing us how we would do against competitors.

Product Marketing Manager

The Challenge

A premium baby gear brand that operates worldwide was looking to expand their offerings in strollers. But before launching into development, the global product marketing team wanted to know how their stroller concept would stack up against already well-known brands. The lean team of three needed to make sure they picked the right design and price for their new stroller in order to ensure it met the expectations of their target audience without wasting resources. In order to do so, they wanted potential customers—namely new and expectant mothers—to identify where they outperform and where they need to improve. Further, the team hoped to gather insights on two additional concepts that were still very early on in development.



The Solution

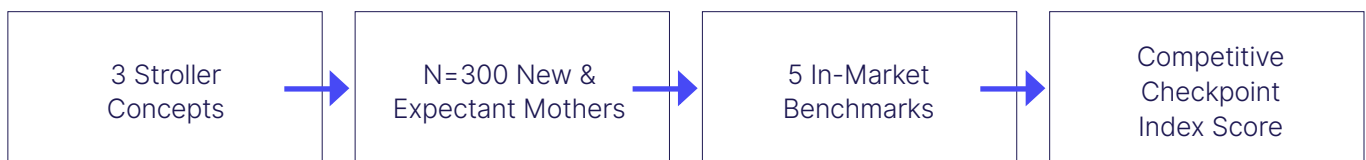
In order to help the global product marketing team prioritize their stroller concepts against the competitors they would actually be up against, we recommended our Competitive Checkpoint™ solution. By comparing their concepts with in-market benchmarks, this study helped the team better understand how the strollers might realistically perform, while also revealing which metrics matter most to consumers.

The Research

Our Competitive Checkpoint solution is a quick quantitative survey that compares product concepts against in-market competitors to evaluate market potential.

The Research Objectives

- Understand how the manufacturer's stroller concepts compare to a current and relative competitive set.
- Determine what specific areas the team should focus on in product development before market introduction.



9 Days Recruit to Report



The Results

After comparing their stroller concepts against each other, and against current stroller offerings that spanned a range of the market share, the global product marketing team was pleased to learn that one of their concepts outscored all others across several competitive metrics. The direct comparisons showed the team what specific features and improvements would justify their price point, a crucial insight on value that may not have come up until after the product had already been developed and entered user testing, buying the manufacturer a full phase of iterative development. These results also helped the team understand and confirm the brand equity they needed to enter a new market space, empowering their conversations with retailers by demonstrating how well the strollers would do side-by-side with brands the retailer is already selling.

1

This solution showed the team how to make their stroller more valuable at the right price, something that may not have come up until users actually tested the product.

2

The team now better understands the impact of uniqueness and believability on the strength of a concept.

3

The metric that influenced respondents most was design, suggesting the team focus on the look of the highest-ranked stroller in development and marketing efforts.

4

The results of this research are already fueling some decisions for the company's next two products.

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We're planning to apply the learnings from this research to optimize concepts for additional upcoming products and will use Competitive Checkpoint again for those development phases as well.

Director



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