



eGuide

Methods of Concept Testing





Concept testing is a critical component to producing a strong end product that is tailored to target consumers. Whether a product idea is just taking shape or becoming fully developed, running it through a concept test at least once is likely going to result in a stronger, more relevant product to take to market. However, knowing exactly what concept testing method to employ, and when, is the best way to establish a more efficient process for successful product development.

Not any one of the following concept testing methods we discuss is better than the others; rather, it's about learning when to use each method based on different business situations.

- You have tight deadlines that make speed critical for answering business questions or have limited time and resources
- You need a balance of speed, affordability, and expert guidance to address unique business needs as they relate to your concept testing strategy
- You're seeking additional information and context to drive business decisions with big picture understanding, like applying insights to both product and marketing efforts for cohesion

Method 1

Agile Concept Testing

This method of concept prioritization and refinement is the most similar to traditional routes for concept testing but conducted in a more focused, agile way. In our experience, the best quantitative concept prioritization studies seek to test and evaluate proposed concepts among a product's target audience in less than two weeks.

Use this method when

- Products are in early stages or are more robust in nature
- A concept's features, benefits, and/or messaging are still being developed
- You need a few additional insights into the category or target audience

Concepts can be an idea, an early-stage concept, or a fully developed product. Regardless of the format, the concepts typically need to be refined or prioritized further—and are often accompanied by a qualitative refinement study to improve upon the winning concept based on consumer feedback.

To see a full report of our agile concept testing solution, Concept Prioritizer™, download this report and see how a brewing company tested six potential beer labels.



[Download the Report](#)

Method 2

GutCheck Constellation™ for Product Innovation

When it comes to acting on a concept that performed well, sometimes a concept test requires even more depth to fully understand which audiences or segments like it and how to reach them once it comes time to advertise directly to them. This is especially true of completely new or disruptive products that need to be positioned carefully against competitors in order to succeed in the market.

There are agile methodologies designed specifically to help understand how to gain traction with your products once you're in-market, which help prevent the risk of product failure. For example, by combining big data and survey data, brands can understand how a product resonates with all levels of a category audience—including consumers who are currently loyal to competitors. This enables brands to identify a target audience that is most likely to adopt a new product and provides unique insights that translate into a messaging and media strategy.

Use this method when

- Testing new ideas in an established or highly competitive market
- You need a more affordable and agile method to understand a product's market impact and "early adopter" audiences
- Looking to reduce the divide between product and marketing



Method 3

Quick Concept Prioritizer™ (Quick CP)

When there's a fast approaching deadline or you need a quick answer to make a confident decision, more agile concept testing is needed. Or perhaps after prioritizing concepts and preparing to move forward with one, additional changes arise that require further evaluation or a quick validation.

In this case, a more robust agile concept test is unnecessary and difficult to justify (especially if the concepts have already been tested once or twice before or you need a decision as soon as possible).

Use this method when

- You have a fast-approaching deadline
- Slight changes to concepts need to be evaluated (such as colors, packaging, etc.)
- There are many concepts to test and multiple ideas to eliminate quickly before moving into the next phase of concept testing
- Internal buy-in for a concept is low and further validation is required to gain confidence and move forward

And sometimes, it's not just concepts that need a quick check, it could be a new idea, product claims, reasons-to-believe, taglines, names, or packaging that needs tested.

Use a concept testing method as a quick solution or safety precaution that gets you insights in 1-3 days to improve your confidence in decision-making. Using this method on its own may not always be applicable. Often it can complement the other two methods by providing a quick decision on a variety of needs related to concept testing that otherwise would be a guess due to timing, budget, or resource constraints.

If you'd like to see an example of some of the **insights** and **visuals** we provide through our platform and Quick CP framework, download this infographic.



[Download the Infographic](#)



Wrapping It All Together

Each of these methods of concept testing can build on each other to provide the answers required for product development from the beginning of an idea all the way through to audience activation in-market.

To learn more about these concept testing methods and how to incorporate each into your product development strategy, [contact us](#).