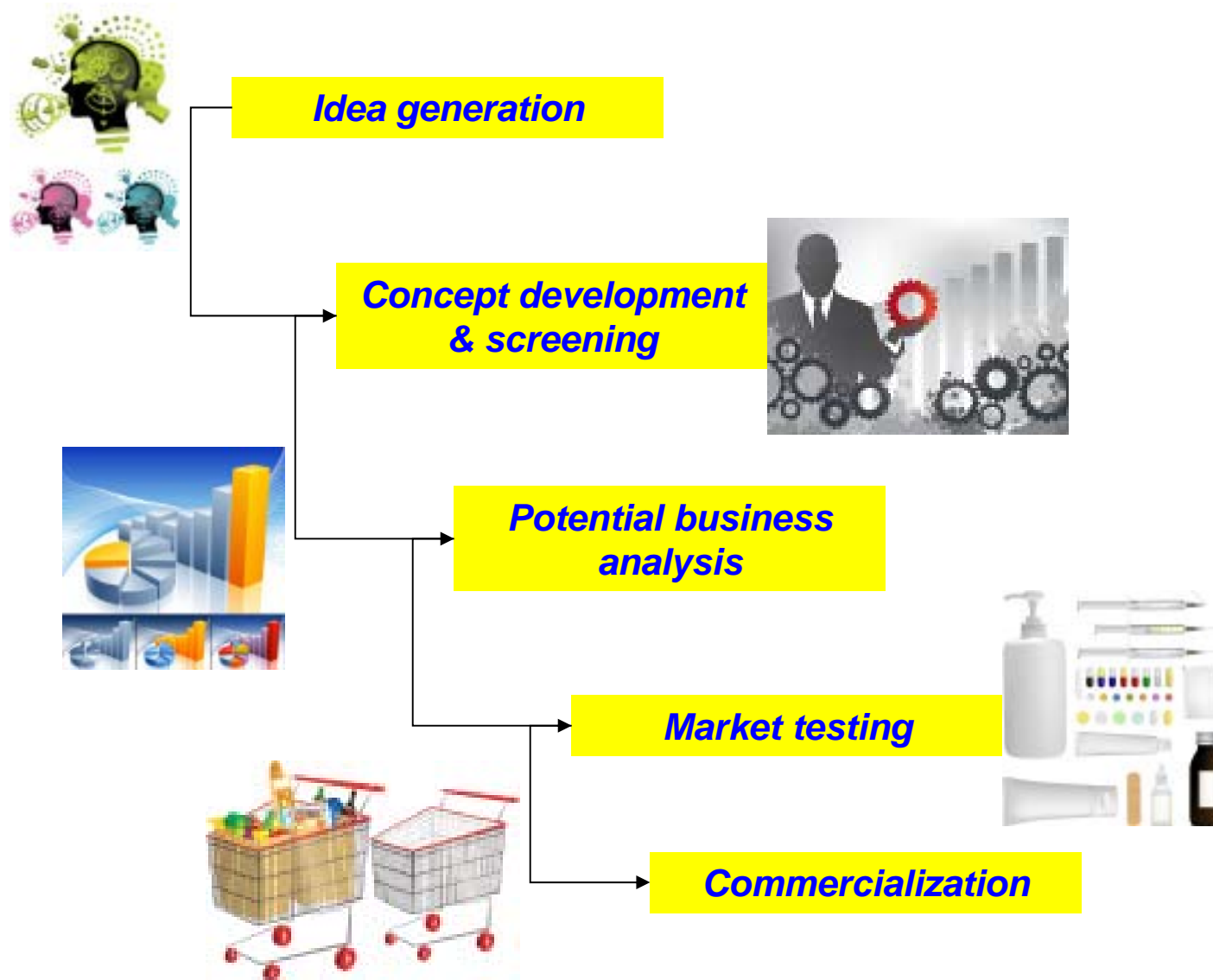




Identifying potential winners



Traditional concept screening approaches

Qualitative FGDs



In depth diagnostics, but too subjective/ lack of robust benchmarking



Reliability??

Quantitative concept tests



Robust benchmarking, but limited diagnostics, even with open ends



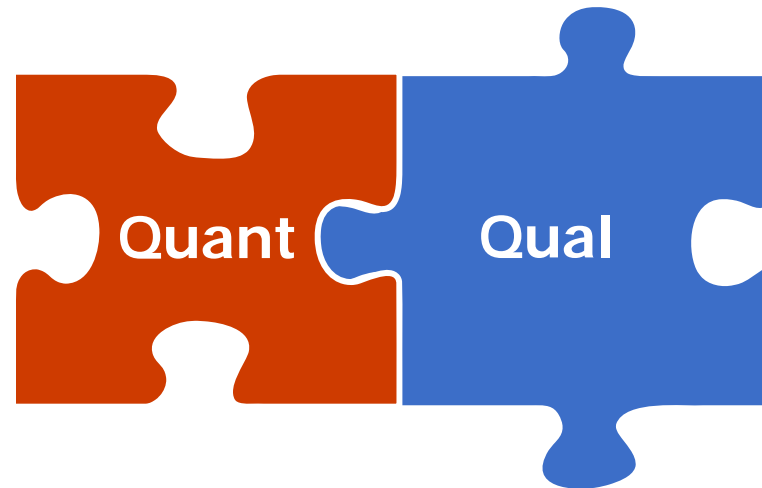
Depth??

Need of the hour – a tool that is reliable, provides inputs for fine tuning concepts, and is time & cost effective!!

**Quant-Qual Integration throughout the process
from data collection to analysis/ interpretation**

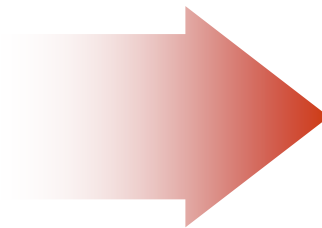
... 'hard' facts:

quantification of core
dimensions to deliver reliable
and comparable quantitative
data

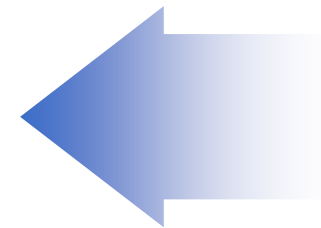


... deep understanding

of consumers' thoughts
and feelings: rich
diagnostics that only
qualitative offers



**support marketing decisions most
effectively, in a time and cost
effective manner**



Concept screening approach: Flow of a session

Step 1: Quantitative Rating

Individual assessment of concepts, via PAPI or CAPI – 8-10 concepts tested per study, each respondents rates 4-5 concepts.



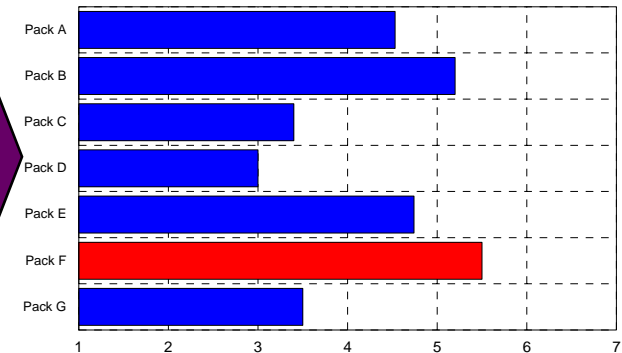
Step 2: Immediate data entry and processing of key metrics



Step 3: Qualitative Discussions

A sub sample from the Quant is asked to join a GD either on same or next day, scores from key Quant metrics shown and used as stimulus for further discussion.

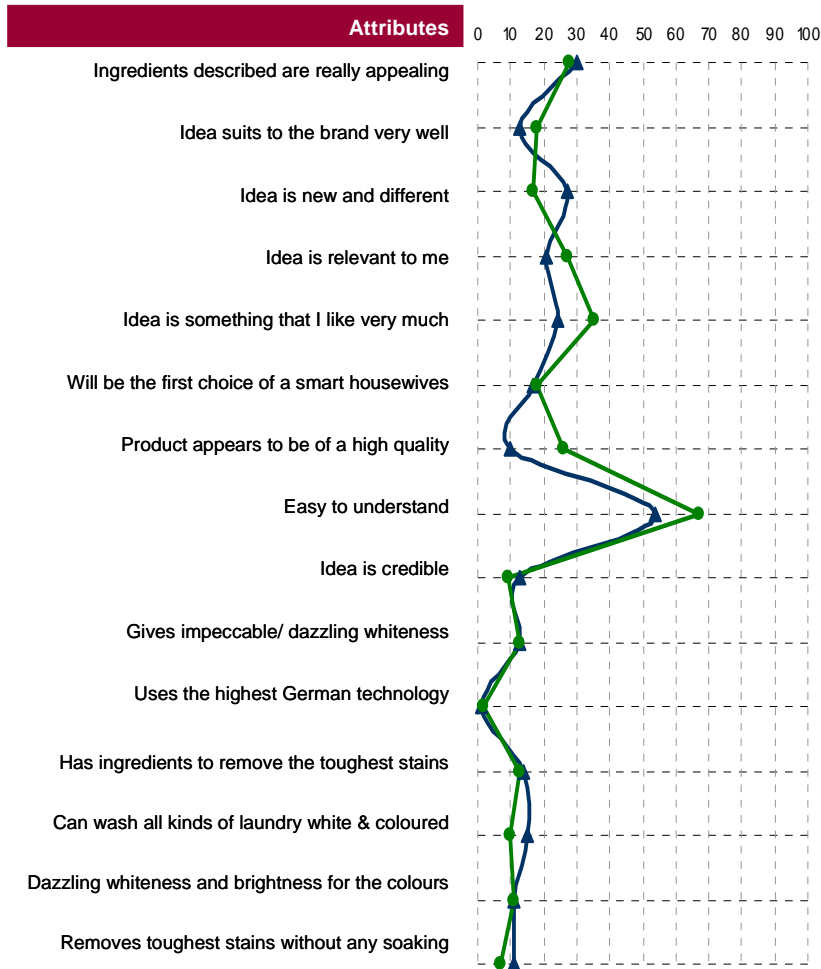
This is a truly unique packaging



It is just too colourful and not serious enough. Medical products should not try to catch my attention, but I need to trust in them.

Never seen such a funny packaging for a painkiller before.

Robust Metrics



Detailed Diagnostics

Elements that are working well/ NOT working well for X Power

Overall concept found easy to understand – product efficacy clearly comprehended

X power → Cues a strong product with a new ingredient in case of modern detergents → **new idea of BRAND**

↓

Removes tough stains → Most familiar with X being used in the past by mothers & grandparents to remove stains from clothes esp. whites → **lends credibility to the efficacy claimed**

X power known to whiten white clothes - has been used in the past for the same purpose

Dissolves difficult spots → Cues effortless cleaning – do not have to scrub too much to remove stains → **just soaking would help removing stains easily**

My mother used to use this product it was good for removing stains from bed sheets & the white clothes we associate X with brightness immediately so people will buy it.

SEC DE, 35-45 yrs

It is good that X is available in a detergent form because now a days it is difficult to find it in shops.

SEC B, 46-55 yrs

BRAND with X is new & unique. We have not seen the use of X in any other product. In general it is used separately for white clothes.

SEC B, 25-34 yrs

Typical output – Comparisons across markets

INSTANT POWER F51	INDEXED - TOP BOX		
	EGYPT	IRAN	ALGERIA
PERFORMANCE ACROSS MARKETS →	Excellent performance, efficiently cuts grease, also having high appeal, relevance and likeability	Perceived as a premium product, high quality; however not seen as a product for regular use, lacking in appeal - How to change the perception?	Has appeal, uniqueness and seen as value for money; however does not fare well across basic cleaning parameters - Stress to be put on cleaning properties / has to be communicated
PERFORMANCE IN EACH MARKET ↓			
Appeal			
Uniqueness			
This product will keep my utensils looking new			
Relevance			
Likeability			
First Choice of a smart housewife			
High Quality			
Suitability			
Easy to understand			
Value for money			
Credibility			
Nice fragrance			
Strong grease cutting ability (without pre treating)			
Powerful ingredients that clean the utensils very well			
Effective grease cutter, even with low temperature water			
Strong foaming abilities that cuts the grease easily			
Concentrated formula which removes the toughest grease stains			
Small quantity of this product can eliminate the toughest grease stains			
Have heating elements which help in effective grease removal			
Overall Opinion			
Purchase Intention			

There has been a development in the product so it cleans faster & dissolves the grease easily
 EGYPT - SEC C2, 34-45 yrs

It saves the time & effort we exert to clean dishes as we do not have to soak the dishes & keep it nor do we have to scrub it a lot
 EGYPT - SEC BC1, 25-34 yrs

They have not mentioned in detail the kind of substances it contains because of which it removes all the stubborn stains
 ALGERIA - SEC C2, 34-45 yrs

We can use this product occasionally only for removing stubborn grease stains as in the long run such a product would damage the utensils
 IRAN - SEC BC1, 25-34 yrs

- Concept with high appeal ;**
- Addresses the core category need of effective cleaning, grease cutting ability
 - Saves time/ effort, consumers believe new technology is involved
- But performance apparently being pulled down by**
- New ingredient not comprehended wellresulting into some amount of distrust / confusion and safety concerns

- Way Forward**
1. Build in credibility by explaining the delivery 'mechanics'
 - a. What are the ingredients?
 - b. How do they work?
 2. Add safe to use element!



ScreenLab™ - offers multiple advantages:

1. Robust quantitative data for benchmarking
2. Qualitative insights for further fine tuning of concepts
3. Single source data - no discrepancies between Qual and Quant
4. Time effective - turnaround time 2.5-3 weeks from start to finish
5. Cost effective - much cheaper than doing separate Qual and Quant studies.