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Concept Testing System

Find the Great Ideas That Will Deliver Great Business Results—And Make Them Even Better.

Ideas are a dime a dozen. Good ideas are a little tougher to come by. Truly great ideas are as rare as diamonds—and every bit as valuable. But how do you tell them apart? How do you know which ideas truly have commercial potential? How do you determine how much potential they have? How do you tune and optimize them to maximize that potential? And how do you get the data you need to make definitive go/no-go decisions—quickly and without breaking the budget? Here's an idea. Take a closer look at the Concept Testing System from MarketTools.

Know More at Every Stage of Innovation.

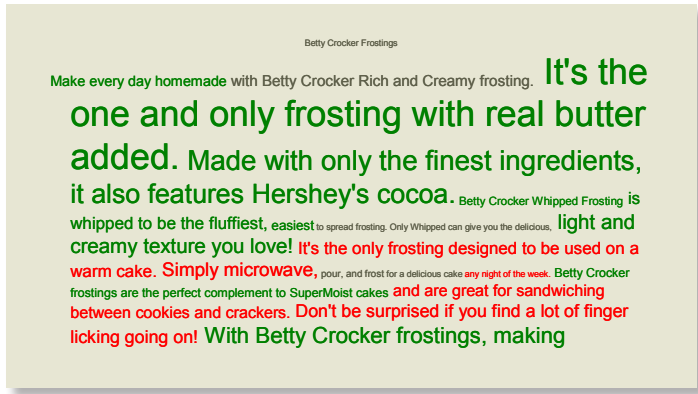
Our Concept Testing System brings an innovative approach to the challenge of identifying, prioritizing, and optimizing the most promising new concepts. Most important, MarketTools offers a breakthrough means of accurately predicting the market potential of your concepts, allowing you to make informed decisions based on research data. Now you can determine whether your best ideas have the potential to be long-term market successes—even before their marketing plans are complete. From initial ideas through the final go/no-go decision, the Concept Testing System helps maximize the business results of your ideas.

Bring a Systematic Approach to Concept Testing.

Most businesses have neither the time nor the budget to evaluate every concept. With the MarketTools® Concept Testing System, you can quickly and systematically separate the wheat from the

chaff—and make good ideas even better. Key elements of the system include the following:

- > **MarketTools Concept Screen.** You can increase the likelihood of finding a great idea by exploring many different concepts early on. The Concept Screen is an efficient way to eliminate the weakest ideas before you spend time, effort, and money on any single one. Key measures include purchase intent, liking, price/value, and uniqueness.
- > **Market Potential Index (MPI) Concept Test.** This test—unique in the industry—gives you an indication very early in the development process of how large the concept could be so that you can zero in on and optimize the best ideas. And the MPI Concept Test provides an estimate of market potential that goes beyond just measuring trial and shows you which components contribute to the volume potential without “black box” modeling.
- > **Text Highlighter Analysis.** This tool visually highlights the levels of importance of each phrase describing your concept, so you can strengthen your ideas and take the best ideas possible into your final concept volumetric study.
- > **MarketTools Evaluative Concept Test.** Once you have your winning concepts fully defined, we can provide a Year One Volume forecast—so you can decide whether the concept meets your business requirements.



Text Highlighter Analysis visually highlights the levels of importance of each phrase.

Key Product Features

Effective screening. The MarketTools Concept Screen removes the weakest ideas and enables you to focus on optimizing only the strongest ideas, so you avoid producing the “strongest weakling.”

Sustaining retail dollar volume potential. The MPI Concept Test provides long-run trial as well as buying-rate estimates, not just trial.

Analytically driven testing with no black box. The MPI Concept Test does not require a black-box model or even a marketing plan to deliver meaningful data. And it is a simple add-on to our concept tests, so all of the measures you would typically expect are still available: intent to buy, price/value rating, and more.

Graphical linkage between words and interest levels. Our Text Highlighter Analysis links specific words and phrases to overall concept interest, allowing you to determine which are the most important to the concept.

Quantitative evaluation of commercial potential. The MarketTools Evaluative Concept Test plus the Year One Volume forecast help you assess the business potential of a few fully developed concepts. The forecast is driven by consumer evaluation of the concept on a number of measures as well your marketing plan and assumed repeat rate.

Who Can Benefit from the Concept Testing System?

The MarketTools Concept Testing System is an excellent approach for companies that want to launch more-successful new products more quickly. It provides numerous opportunities:

- **Evaluate volume potential earlier in the evaluation process.** The MPI Concept Test, for example, can give you an indication very early in the process of whether the idea is big enough for senior management to approve its further development moving forward.
- **Optimize concepts based on consumer input.** If you've been working on a concept for several weeks and think it's addressing a relevant need based on qualitative work, the Text Highlighter Analysis could show you quickly whether it's resonating with consumers as well as it could be.
- **Enter new product/service categories.** The MPI Concept Test is especially useful for companies that are considering entry into new or unfamiliar categories, where model accuracy is suspect or when spending or executional details are unknown.

About MarketTools

MarketTools is the defining provider of on-demand market research, giving companies and individuals the ability to continuously understand their target customers through innovative approaches based on advanced technology, research expertise, and global market reach. MarketTools provides organizations with unique access to their target markets—to uncover unmet needs, reduce time to market for new products, and capture more market share

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