

Primary Research in New Product Development



NEEDS IDENTIFICATION & IDEATION

Goals: Identify needs, pain points, market gaps & opportunities, competitive assessments,
Approach: A&U, Segmentation



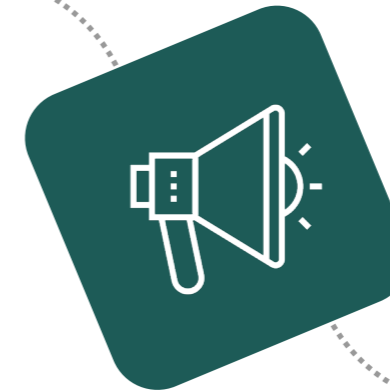
CONCEPT & PACKAGE DEVELOPMENT

Goal: Gauge target reaction to specific concepts
Approach: Concept test, product design, purchase interest, pricing, volumetrics early development stage packaging and messaging



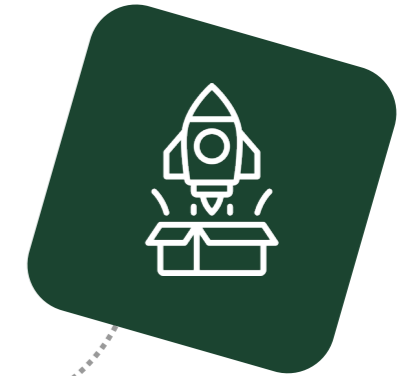
PRODUCT TESTING

Goal: Measure consumer perceptions regarding a more developed product
Approach: Feature prioritization research (conjoint, MaxDiff)



POSITIONING & ADVERTISING DEVELOPMENT

Goal: Assess which product/corporate messages resonate best among target
Approach: Pre-market testing of advertising stimuli (ad development/evaluation), pre-post ad tracking studies (brand/advertising awareness)



PRODUCT LAUNCH & ONGOING

Goal: Consumer experience (out-of-box, use case, UX)
Approach: Product/brand satisfaction, feature/package refresh, messaging, line extensions, brand/product awareness