

Metamorphosis

Organic Growth Through Transformational
New Products and Services



A Complete New Products System

From the initial spark of an idea through concept development testing and product introduction, Decision Analyst offers an integrated set of consulting and research services to help you expand and accelerate your new product development efforts.



In The Beginning

Our process begins with qualitative research (focus groups, depth interviews, ethnographic analyses) to help us understand consumer motivations, perceptions, preferences, and problems related to the targeted product category. Really understanding the consumer's underlying motives and needs provides the "starting points" for the next step.



Targeted Innovation

The second step is the creative phase. Our targeted innovation process is guided by our clients' objectives, constraints, insights, and business realities. Within these guidelines, we create hundreds of relevant new product ideas and idea fragments using our online panel of more than 2,000 exceptionally inventive consumers. We have screened and tested over 400,000 consumers in order to identify these 2,000 Imaginators®. The focused innovation process is amplified by the use of innovative panelists who have relevant category experience, so that real-life needs are guiding their creativity. Our Insights & Innovation Group plans and facilitates these focused innovation sessions, using an array of proven creativity techniques and stimuli. The mixture of clear-cut objectives, category experience, and exceptional creativity yields a windfall of relevant new product ideas.

Working in tandem with the client, the Insights & Innovation Group identifies the feasible new product ideas with the highest potential and develops these into first-stage product concept boards. Ten to 20 viable new product concepts are typically produced at this stage.

Concept Refinement

Once new product concept boards are ready, we always advise a small-scale qualitative project (online or offline) to make sure the concepts are communicating as intended. Our Insights & Innovation Group moderates these focus groups, discussion forums, or depth interviews and uses the findings to fine-tune the concepts before formal testing.

Concept Testing

The next step is testing the concepts, using our worldwide online consumer panels.

ConceptScreen® is our online system used to evaluate many concepts and to identify those with the greatest chances of success. The results are entered into a mathematical model to identify the winning concepts.

The highest-rated new product concepts are then tested using our monadic testing system, ConceptTest®. Representative samples of targeted consumers see and evaluate the concepts (one concept per sample) so that the results can be compared to action standards.

Product Testing

Those concepts that appear to offer sufficient sales potential become the templates for new product development. As new products are developed, Optima® consumer product testing is essential. Targeted consumers are recruited from our online panels to use the new product in their homes. After a week or two of in-home usage, the Optima® after-use questionnaire is administered over the Internet. The results guide fine-tuning of the product. Often several iterations of testing and refining are necessary to achieve the best possible product.



The Right Brand Name

Is the new product's proposed brand name appealing, memorable, readable, pronounceable, and unique? Our online NameScreen® system can evaluate up to 100 brand name candidates and identify the better ones. These "better" names are then evaluated within the context of a concept, product, or package test.

PackageTest®

The new product's package can be tested to make sure that it attracts attention on the retail shelf and accurately conveys the product's story to potential buyers at the point of purchase. This is especially important if the new product will not receive heavy media advertising support. PackageTest® measures attention value, brand name registration, main message communication, and other key packaging metrics.



CopyTest® Advertising Research

As the new product approaches launch and commercials are under development, we recommend CopyTest® advertising research. Testing the advertising helps ensure that the new product's story is accurately told to target consumers in a compelling way. Many potentially successful new products fail because of poor introductory advertising. CopyTest® results can also feed into our volumetric forecasting model to refine the sales forecast or to evaluate the effects of different media weights.



Conceptor[®] Volumetric Forecasting

Actual sales-volume potential (retail depletions) is estimated via our forecasting models to predict trial and repeat purchase rates during a new product's introductory year, based on inputs from ConceptTest[®], Optima[®] product testing, and CopyTest[®], as well as marketing plan variables supplied by the client (such as distribution build, media advertising weights, and consumer and trade promotion plans). The volumetric forecasting models are calibrated to each client's history and business patterns for maximum accuracy.

Why Decision Analyst?

Decision Analyst is a leading global marketing research and analytical consulting firm, with over 32 years of experience in new products research and consulting. Our staff has worked on hundreds of successful new products. With our worldwide online panels and interactive systems, targeted innovation processes, and analytical systems, we can bring transformation change and acceleration of pace to your new product development efforts.



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