

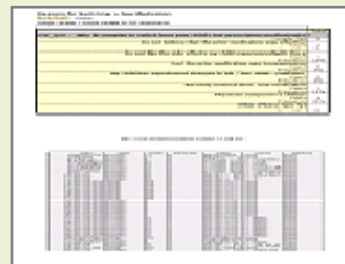
# Consumer Product Concept Test for Launch Planning

- **Client Objective:** A consumer products manufacturer was introducing a new product in the US market and needed to identify the most attractive product concept and the most appealing customer segment to target
- **Role of Grail Research:** Performed a product concept test to identify the optimal bundle of product attributes (including price, functionality, and aesthetic) for different consumer segments, and to determine consumers' perceptions of the concepts, purchase intent and willingness to pay



*Developed and fielded an online survey using a base product and series of hypothetical products to capture consumers' price sensitivity and perceptions of different product attributes*

**1 week**



*Analyzed data and focused on identifying the most appealing concepts and price thresholds for each consumer segment*

**2 weeks**

|                    |       | CONSUMER SEGMENTS |     |           |     |           |     |           |     |           |     |
|--------------------|-------|-------------------|-----|-----------|-----|-----------|-----|-----------|-----|-----------|-----|
|                    |       | Segment A         |     | Segment B |     | Segment C |     | Segment D |     | Segment E |     |
| Attribute          | Value | Mean              | SD  | Mean      | SD  | Mean      | SD  | Mean      | SD  | Mean      | SD  |
| Price Sensitivity  | High  | 75%               | 15% | 60%       | 20% | 80%       | 10% | 90%       | 5%  | 95%       | 2%  |
| Price Sensitivity  | Low   | 25%               | 15% | 40%       | 20% | 20%       | 10% | 10%       | 5%  | 5%        | 2%  |
| Product Aesthetic  | High  | 80%               | 10% | 70%       | 15% | 65%       | 12% | 55%       | 18% | 45%       | 25% |
| Product Aesthetic  | Low   | 20%               | 10% | 30%       | 15% | 35%       | 12% | 45%       | 18% | 55%       | 25% |
| Functionality      | High  | 90%               | 5%  | 85%       | 10% | 80%       | 15% | 75%       | 20% | 70%       | 25% |
| Functionality      | Low   | 10%               | 5%  | 15%       | 10% | 20%       | 15% | 25%       | 20% | 30%       | 25% |
| Brand Perception   | High  | 85%               | 12% | 75%       | 18% | 65%       | 22% | 55%       | 28% | 45%       | 35% |
| Brand Perception   | Low   | 15%               | 12% | 25%       | 18% | 35%       | 22% | 45%       | 28% | 55%       | 35% |
| Willingness to Pay | High  | 95%               | 3%  | 90%       | 8%  | 85%       | 13% | 80%       | 18% | 75%       | 23% |
| Willingness to Pay | Low   | 5%                | 3%  | 10%       | 8%  | 15%       | 13% | 20%       | 18% | 25%       | 23% |

*Synthesized insights to enable client to select customer segments to target, establish the most effective pricing strategy and gain deeper insight into customer needs and market trends*