

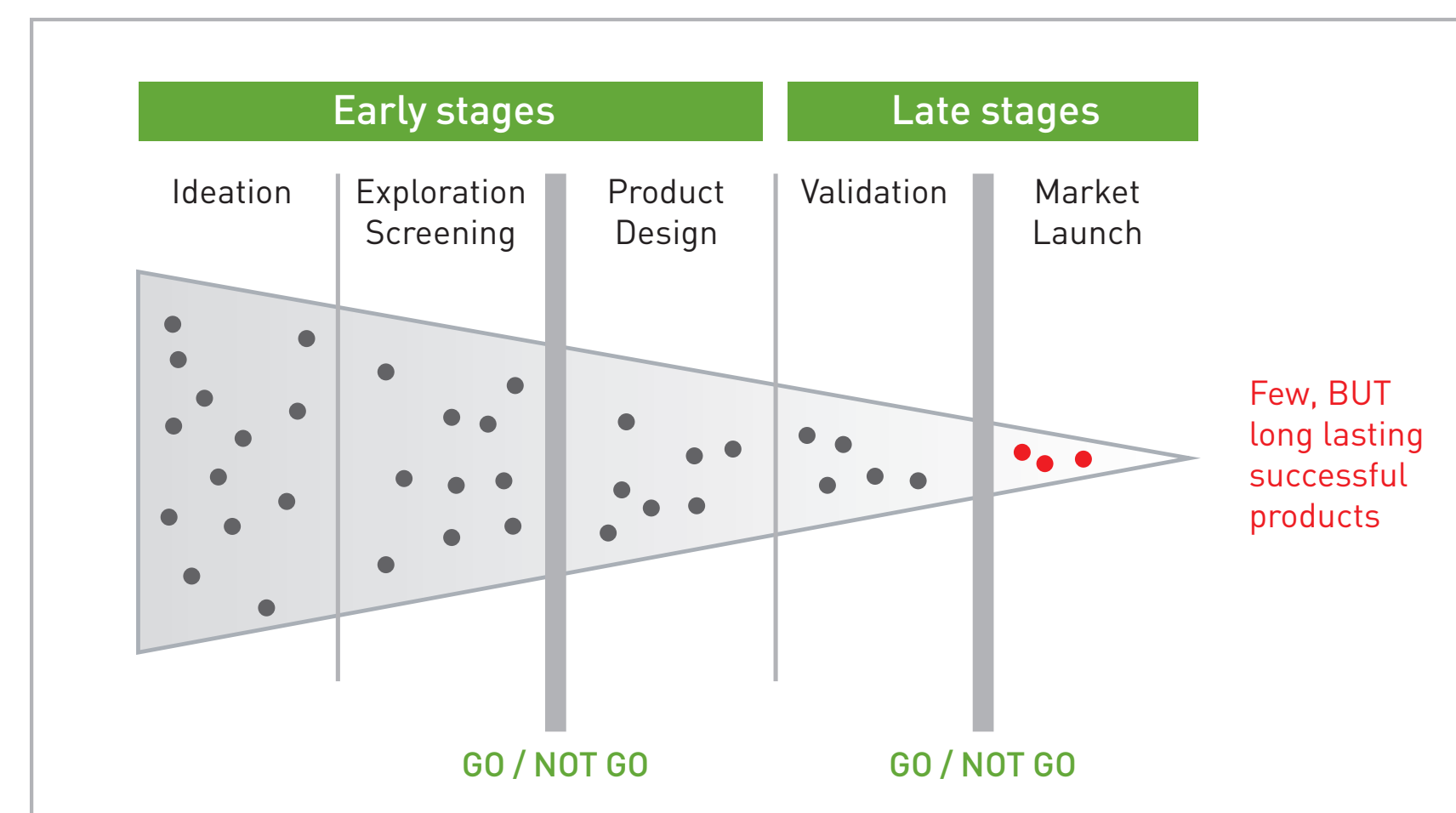
PRODUCT MANAGEMENT

Systematic screening of product-concepts on the Internet

Most FMCG companies invest their market research budgets especially in qualitative research and in **LAST-STAGE PRODUCT TESTING**: validation of very few concepts, packaging options and prototypes...

However, only quantitative **EARLY-STAGE SCREENING** of a wider variety of marketing mix elements: concepts, products, brands, claims, packaging... can lead to successful innovations and product-launches...

Systematic Product Management for successful product launch



Conclusions

Systematically screening wide combinations of marketing mix elements provides Marketers, Market Research, R&D and even Design Agencies with unparalleled quantitative product management information to ensure successful innovations and product launches.

Internet based consumer research with visual stimulation of the users is very effective at the early product design stages.

Case study first part objectives

- What particular concept elements drive skincare users' liking?
- How to make a product sell itself at the point of sale?

SAM Solution

This approach can be applied to every product category in the FMCG.

Screening of written and graphical product-concepts for "men's moisturizing face creams" on the Internet:

- Define all relevant attributes/levels for product-concept
- Understand the dynamics of how the attributes perform in a concept by experimental variation
- Customize users' interview so each respondent is asked only about those attributes of greatest relevance
- Create new and better combinations
- Define the best product-concept

Example of written concept →

Results

Written concepts:

For 120 French men, 18-35 years, users of moisturizing face cream 1x day, the best-written product-concept out of 60 was from: Nivea, moisturizing and energizing face cream to be applied in the morning...

Graphical concepts:

"Packaging type", "color", "brand", "benefit" and "type of product" were the winning attributes out of the screened graphical concepts (13 attributes up to 15 levels). Testing of the best attributes combination at the relevant levels led to the best product concept:

Nivea, in a white dispenser, moisturizing and energizing gel-cream...

Welcome to the «Face Cream» Survey!
We are very interested to learn how you feel about the following concepts.
No two concepts are exactly the same,
so please, read each one carefully, and rate it on a 1 to 9 scale.

A face cream moisturizing and energizing
A face cream, easy to apply, ideal in the morning
From Nivea

Rating Scale

How much do you like this face cream? 1 2 3 4 5 6 7 8 9

1 = Not at all ... 9 = Very much

Screened graphical relevant attributes and levels



NEW BETTER PRODUCT

best product design out of the systematically varied attributes and levels by simulation: "what if..."