

Multi-concepts

A Qualitative Technique

Interactive concept screening and optimisation seminar

● The issue

It is often the case that marketing teams have a large number of concepts available to them, none of which have been sufficiently reworked to be ready for quantitative testing.

What therefore needs to be done is to firstly make an initial selection of the most promising concepts, and then work on these concepts in depth in order to optimise them.

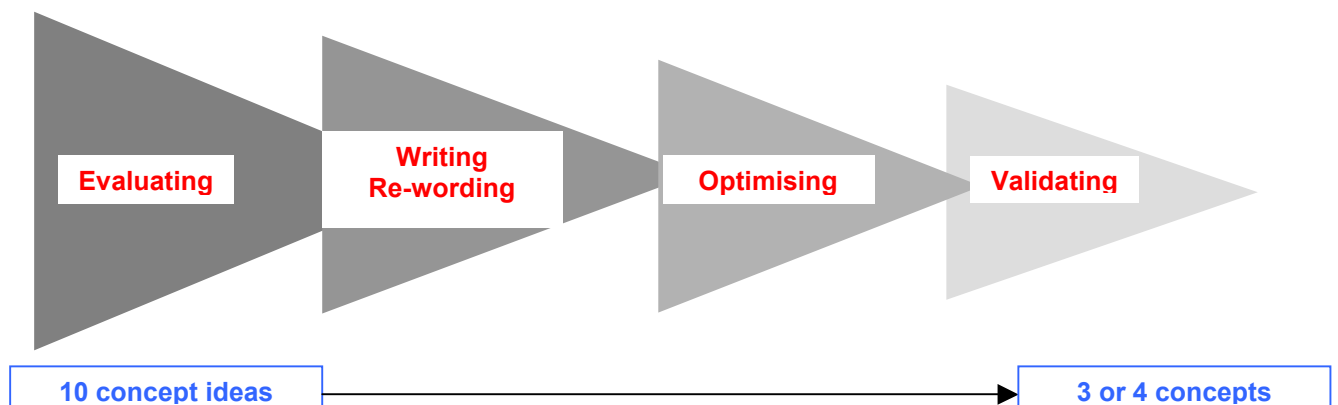
● Our proposed methodology

An interactive methodology enabling concepts to be developed with the help of three players:

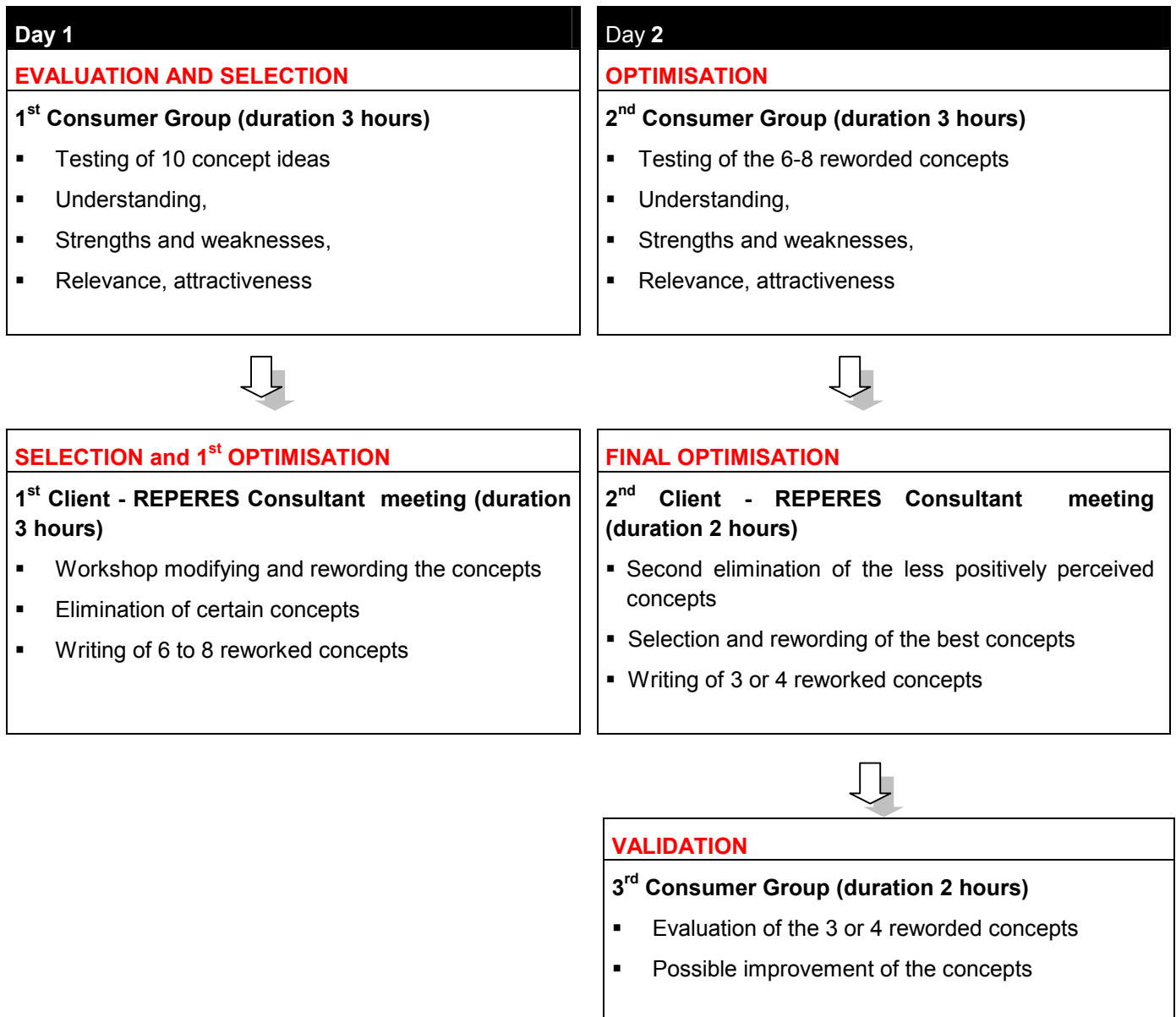
- The consumer, through his reactions to the proposed concepts
- The client, a direct witness of consumers' reactions (marketing team, R & D, advertising)
- A REPERES consultant, their analytical view of the situation providing us with a real understanding of consumers' reactions and not just a first degree description

with a pooling of the competencies, knowledge and points of view of these three players.

Consumer – Client – REPERES consultant – Consumer – Client – REPERES consultant – Consumer – Client – REPERES consultant



● **Structure of the seminar**



● **The results**

This procedure enables us to identify the most promising concepts, to continuously rework and improve them, sometimes going way beyond the initial idea.

What you end up with are precise concepts, finalised down to the last word, which are then ready for quantitative testing. In addition, this technique is extremely fast, providing you within 2 or 3 days with efficient answers to your product or service development issues.