



Product-Insight

Lead your market through innovative research

Improve the success rate of your new product launches through pre-testing of product concepts and evaluation of different features and options

NPD research that empowers you to:

Launch products closer to your customer needs and behavioral norms

Package the product with the features and benefits that customers value the most

Adapt your marketing mix to your new product, by testing customer expectations



Business Issues

- How will your new product be perceived and valued?
- What product features and benefits will the customer buy into and value the most?
- How will your existing products and competing brands be impacted?
- Will your existing customer base buy into your new product or will you need new customers?
- Will your new product match the way people consume or are changes in behaviour required?

KnowledgePartners can help by

- Monitoring reactions and attitudes to different concepts and assessing the impact on brand and buyer behaviour
- Testing the value proposition for each product feature and benefit, with different combinations and prices
- Generate ideas through concept testing and benchmarking other products
- Evaluating acceptance levels of different ways to package your product and identify value drivers
- Testing consumers' expectations of your brand and marketing communications

Bottom Line Impact

- Increase the success rate of your new product development through feedback-led innovation and matching product designs to customer needs
- Achieve greater accuracy when predicting customer demand by understanding the key value drivers and reactions
- Increase the value proposition of your products by packaging the features around customers' needs, matching expectations and using the right marketing mix
- Reduce the uncertainty of your brand's future by testing the impact of NPD, using the key drivers of value and competitive benchmarking

Deliverables

- Concept evaluation:** reporting on attitudes, segmentation, value perception, and reactions in brand image and buyer behaviour
- Value proposition report:** assessing product features, benefits, differentiation and price sensitivity
- Marketing mix assessment:** reporting on expectations, brand awareness and product life cycle expectancy
- Impact analysis:** identifying the effects on your brand, existing products, behavioural norms and competition

Actionable-Insight Product Range

KnowledgePartners research expertise are delivered through:

Brand-Insight
 Reputation-Insight
 Consumer-Insight
 Segment-Insight
Product-Insight
 Service-Insight
 Market-Insight
 Ad-Insight
 Campaign-Insight
 Sector-Insight
 Shared-Insight

Specific consortium and syndicated studies are also offered on a shared cost basis, delivering top value at the fraction of the cost.

Driving Market Research Usability

KnowledgePartners eReportal is used to deliver the value from research projects to the heart of your organisation.

Using online audio/visual presentations and interactive dashboards, dissemination amongst the research end users is easily achieved.

Each interactive dashboard is a multi-layered, data rich, pool of information. Users can drill down to the relevant information.

Each project has custom built dashboards, so that the client needs and objectives drive the outputs.

For an online demonstration contact our research team on:

t: +44 (0)1539 444 555

e: enquires@knowledge-partners.com

Is time of the essence?

To obtain a rapid proposal the next working day, please go to our Rapid Proposal form online at: www.knowledge-partners.com/contactus.html

Sector Expertise

KnowledgePartners has in-depth sector expertise throughout its network and covers B2C, B2B, B2E and C2G. Sectors include Automotive, Financial Services, FMCG, Healthcare, ICT, Media, and Public sector.

