Conceptor®
The Science of New Product Sales Forecasting

Will Your New Product Idea *Fly*?

Will consumers try it?
What price are they willing to pay?
How much will you sell?

Our Conceptor® Simulation Models can answer these questions and predict year-one and year-two sales.

A Qualitative Start

Concept testing begins with in-depth qualitative research among the target market to discover what we do not know. The goals are to learn the language of the consumer and to understand consumers' knowledge levels, perceptions, attitudes, and emotions related to the product category. The knowledge and understanding gained from the qualitative research not only improves the design of the questionnaire, it also improves the relevance of the results.

ConceptTest®

New product volumetric forecasting begins with concept testing. With ConceptTest®, target market consumers view a concept online and complete a battery of questions and diagnostic ratings. The research design is monadic (only one concept is shown to a participant). ConceptTest® identifies a potentially successful new product idea early on and produces diagnostic information that can help strengthen the concept. ConceptTest® also provides critical inputs to Conceptor® Simulation Models to forecast trial and diffusion rates.

Conceptor® Volumetric Forecasting

The results from ConceptTest® feed into Decision Analyst's Conceptor® Simulation Models to predict a new product's sales during its first year or two in the market. Conceptor® Simulation Models are calibrated to each company and each brand to provide a more accurate estimation of sales. Forecasts are generally accurate within plus or minus 25%, based solely on ConceptTest® results, or plus or minus 15% if both ConceptTest® and Optima® product test results are used.

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ConceptTest® Measurements

- **Trial Interest**
- **Unpriced Purchase Intent**
- **Priced Purchase Intent**
- **Uniqueness**
- **Frequency of Purchase**
- **Image Projection**
- **Source of Volume**
- **Price-Demand Curves**
- **Likes**
- **Dislikes**
- **Missing Information**
- **Suggested Improvements**
- **Diagnostic Ratings**
- **Demographics**

Conceptor® Simulation Models

- *Client Marketing Inputs*. Data about distribution levels, strength of sales organization, packaging variables, pricing information, advertising expenditures (GRPs), promotion plans, market size, etc.

- *Advertising*. SellingPower™ score from CopyTest® advertising research, if available.

- *Trial Rate*. Scores from ConceptTest® help predict the "trial" curve.

- *Repeat-Purchase Rate*. Results from Optima® product test and ConceptTest® predict the repeat purchase rate.

- *Calibration*. Calibration to each company and each brand helps ensure accurate forecasts.

- *Product categories:*
    - Consumer packaged goods
    - Over-the-counter (OTC) medicines
    - Ethical pharmaceuticals
    - Automotive
    - Consumer durables
    - Business-to-business (B2B)
    - Services

Choice Modeling

ConceptTest® includes choice modeling modules as an option. These "choice" techniques can increase the accuracy of a volumetric forecast, improve pricing analyses, and provide equations for a DecisionSimulator™. Choice modeling is applicable to consumables, durable goods, and services.

DecisionSimulator™

The successful introduction of a new product often depends on how quickly a brand team can react to competitive counterattacks. A DecisionSimulator™ allows the brand team to play "what if" games by changing marketing and competitive inputs to quickly determine the most efficient way to respond to competitive actions.

ConceptCheck®

ConceptCheck® is an online concept testing system designed to provide limited normative data and extensive verbatim diagnostics for early-stage new product concepts. ConceptCheck® is designed to take the place of focus groups, which are often used to review and fine-tune early-stage concepts.

ConceptScreen®

In the early stages of new product development, it is typical to generate many new product ideas (25 to 50 or more). ConceptScreen® is designed to winnow these many ideas down to a manageable number. Concepts are tested in batches of 10 to 20, and respondents answer four key questions about each concept. A mathematical model calculates the relative volumetric market potential for each concept.

Global Reach

Decision Analyst is a global research and analytical consulting firm with more than 45 years of experience in new product concept testing and sales forecasting in North America, Europe, Latin America, and Asia. Decision Analyst owns and operates online panels in over 100 countries and supports 11 languages internally (and another 20 languages through international partners).

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