



MicroTestsm

New product development research

MicroTestsm has an outstanding record of getting

the answers right for research into new products.

Simple questions; how many people will try a new product, how many will continue to buy, how often and in what quantities? But the answers are critical to determining whether to proceed. MicroTestsm generates highly accurate volume forecasts for new products - on average within nine percent of actual sales.

But innovators need more than a sales forecast. MicroTestsm also:

- Identifies potential barriers to your idea – and how you should overcome them
- Guides you to the best possible positioning
- Takes into account marketing activity that will support launch; helps you get the mix right and maximises return on your investment

The detail gives the big picture

Using unique micro-modelling techniques, MicroTestsm calculates a product's sales potential and the factors influencing it individually for each consumer, rather than at a "macro" level for an entire sample.

Modelling individuals' behaviour generates a rich understanding of the strategic issues determining success. Performance benchmarks from our database (over 16000 records) place all this information in context.

The barriers to success

A new product or service represents a risk not just for the supplier, but for the consumer too. The impact of barriers varies between categories, and affects individual consumers differently. MicroTestsm recognises these subtleties.

Obtaining trial is a pre-requisite, but success requires loyal, regular consumers. MicroTestsm

shows companies how to achieve this, often by modifying the positioning, not the product. While the overall marketing mix is critical, so too is the precise timing of advertising, promotions and distribution growth.

MicroTestsm generates accurate predictions that guide the fundamental decision - to launch or not to launch? But it does more.

Many firms have innovation processes, channelling the flow of new ideas, ensuring winners are spotted quickly and supported. We have a family

MicroTestsm provides insights on why consumers react as they do, and enables every aspect of the strategy to be optimised.

of MicroTestsm services that can be applied to each stage, from Idea Generation and Concept Development to Product Development, Marketing Mix Optimisation and Product and Market Tracking.

Know your world...
seize the future