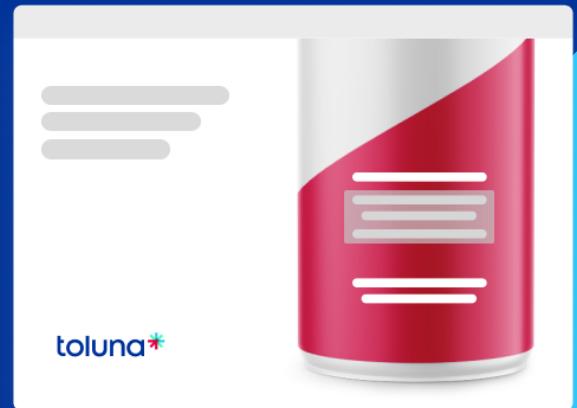


Concept Testing

Quickly identify winning concepts that are distinctive, credible and will drive purchase intent



Automate your approach to concept testing with the Toluna Start platform. Get best practice research quality coupled with instant access to your target audience and real-time reporting. All at the speed your business demands.

Find winning concepts faster – those that are distinctive, credible and drive purchase intent

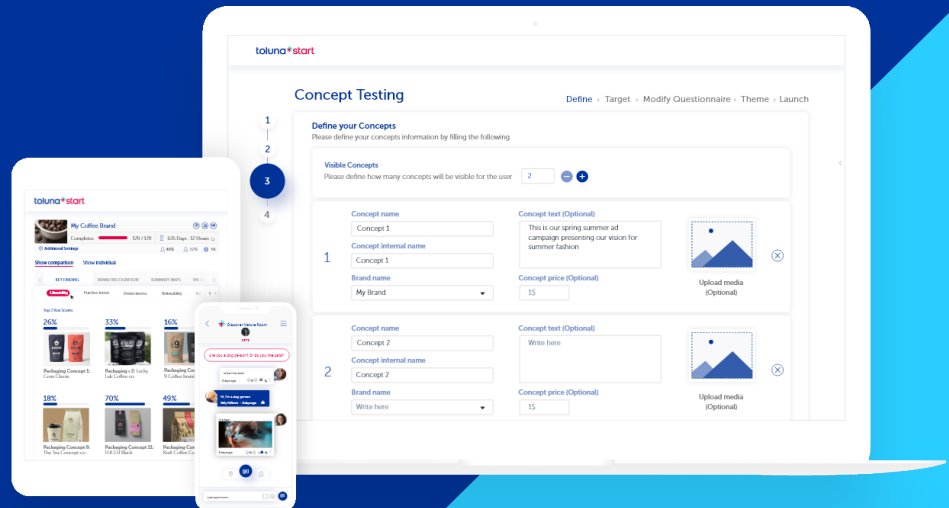
- ▶ Test concepts at all stages and know which will perform best in-market.
- ▶ Identify key attributes and bring them front and center.
- ▶ Benchmark your concepts against prior performers.
- ▶ Understand stated claims and key messages – appeal and believability.
- ▶ Understand preference.

Access key metrics that are designed to deliver critical insights

| Core Metrics | |
|-----------------------------------|---|
| Likeability/Appeal | ● |
| Purchase intent (priced/unpriced) | ● |
| Distinctiveness | ● |
| Believability | ● |
| Brand fit | ● |
| Additional Metrics | |
| Value for money | ● |
| Likes/dislikes (open-end) | ● |
| Importance | ● |
| Easy to understand | ● |
| Brand impact | ● |
| Key Features | |
| Heatmap | ● |
| Text highlighter | ● |
| Pricing assessment | ● |
| Head to head comparison | ● |

Automated concept testing from start to finish

- ▶ Test video, static images, text or audio for digital, social, TV, print and outdoor mediums – branded or non branded.
- ▶ Test up to 12 concepts per survey.
- ▶ Monadic study design, sequential monadic designs are possible.
- ▶ Key features include heat mapping, timed exposure, text highlighter, and Van Westendorp pricing questions within the platform.
- ▶ Quota/sample balancing on demographics/profilers and up to 10 custom pre-screensers.
- ▶ Mix priced/unpriced or branded/unbranded concepts in same survey.
- ▶ Minimum of 100 respondents per concept.
- ▶ Tap into quality questions – red herring and technical ‘see/hear’ video/audio/images.



toluna*start

With a single login, conduct quantitative and qualitative research – either through self-service solutions or through custom research programs.

- ▶ **Actionable, real-time reporting and interactive dashboards**
- ▶ **Real-time insights from our integrated global panel of 30+ million**
- ▶ **Quantitative and qualitative in a single platform**
- ▶ **Powerful methodologies—automated yet flexible**

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