



Focus On: Concept Testing

iImpact Solution Brief

ORGANIZATION TYPE:

National Retailer

TARGET AUDIENCE:

Respondents who live within a certain distance of one of the retail stores, and who have purchased a beverage to-go (coffee, soda, tea) within the last 30 days

PROJECT CATEGORY:

Concept Test

IMODERATE OBJECTIVE:

The sessions were designed to uncover consumer reactions to a to-go beverage kiosk hosted within a popular pharmacy. Additionally, we sought to uncover how this retailer could brand itself as a daily destination for getting hot and cold to-go beverages, and the impact co-branding with a popular food chain would have on interest.

OUTCOME:

The qualitative findings showed that consumers, while intrigued by the concept, were not willing to view the retailer as a destination for purchasing hot and cold to-go beverages. The consumers felt that being able to buy hot and cold beverages while waiting for prescriptions or as an impulse purchase while picking up a few drugstore items would be a genuine convenience. However, these respondents did not imagine that such a kiosk would turn the store into a destination for beverages. The hassle of getting in and out of the store (long lines, difficulty parking, no drive through) meant that the brand did not rank on the same level as a fast food establishment, gas station or convenience store when it comes to buying on-the-go beverages. Respondents were also largely lukewarm on the idea of co-branding with the popular food chain. A meaningful number of respondents said they do not care for, or are ambivalent about, the food chain and/or its coffee. We also heard quite a few respondents state that they don't drink coffee and therefore the partnership is meaningless for them.

ORGANIZATION TYPE:

Toys & Gaming

TARGET AUDIENCE:

Mothers of children ages 4-7

PROJECT CATEGORY:

Concept Test

IMODERATE OBJECTIVE:

These sessions were designed to help a toy company understand mothers' reactions to a new product they were considering rolling out. The client was also looking to better understand how moms felt about various media formats as they relate to teaching their children. Moreover, the client wanted to gauge their views on specific renderings of the concept.

OUTCOME:

The moms we spoke with in the iModerate sessions were overwhelmingly positive about the product concept. They consistently remarked that today's kids need reinforcement and education in basic life skills, and felt that the product line would address this need in a way that is both entertaining and educational. In the small number of cases where respondents had a less than favorable response to the overall product idea, the results suggested that the artistic renderings contributed to their reaction. These individuals found the graphics somewhat predictable, and reported that it colored their evaluation of the overall product line. Across the board, moms said that the materials (regardless of format) must be colorful. They were somewhat divided as to characters, but in general felt that the main character should be a child of similar age so that their kids can relate to the character's behavior more easily. Overall, the results of this project helped the toy company fine-tune their product so they could move forward and ready it for launch.