

Rethinking Concept Testing

Why do some concepts perform so well in tests but fail in the market?

How do you test concepts that are based on deep emotional drivers?

How do you elicit feedback that transcends superficial responses and reflects what truly resonates at a deeper level with people?

TESTABLE CONCEPTS

- Advertising campaigns
- Marketing messaging
- Packaging concepts
- Product concepts
- Positioning ideas
- Sales approaches
- Service offerings
- Web site design

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Marketers are frustrated when it comes to concept testing. They simply aren't getting the answers they need to confidently make critical business decisions. Conventional concept test results often contradict the behaviors that are ultimately exhibited in the real world.

LEVERAGING THE SOCIAL SCIENCES

Emerging scientific studies in the fields of cognitive science, neuroscience, social science, psychology and other disciplines help us understand why these methods fail.

Science has revealed important new information confirming that human behavior is largely driven by emotions and motivations that lie beneath the surface. Most decisions—including choices about products and brands—occur outside of the people's conscious awareness.

THE CHALLENGES OF TESTING

Most concept testing fails because it assumes that people make decisions in a rational, conscious manner. Certainly, when asked direct questions, people respond as though they do. Research subjects don't intentionally deceive, they are simply unable to express how concepts succeed or fail to resonate with their deeper belief systems.

Additionally, the phenomenon of "priming" suggests the simple, yet essential, act of posing a question to a research subject subconsciously provokes their mental processes and causes them to rationalize an answer they believe will be "right." Consequently, concept test results reflect what respondents thought would be the correct answer and fail to reveal what is really driving their feelings, preferences and behaviors.

The challenge in testing concepts lies in getting as close to the real-world consumer decision-making process as possible, while operating within a research context.

ADDRESSING THE CHALLENGES

Working in conjunction with Emotional Inquiry®, this unique testing approach addresses the key challenges of conventional research by creating an environment in which people gain conscious access to their underlying decision-making frameworks. This aids them in providing meaningful responses to the concepts tested.

While in this state of mind, the feedback provided gives decision makers a solid understanding of not only which concept is most emotionally salient but also why. Because of its indirect nature, this approach circumvents deeply entrenched reward systems that incentivize people to be overly critical about elements that reside on the superficial level. Moreover, this method encourages respondents to provide more thoughtful feedback that aligns their responses with their governing belief system.

WHY BRANDTRUST?

Brandtrust specializes in understanding the complexities driving human behavior and applying these insights to market research and concept testing methodologies. Many leading brands use Brandtrust to unravel the psychological tangles that often derail traditional research and concept testing approaches. In doing so, Brandtrust helps organizations change the way they think about how their customers think.

Most companies find themselves data rich and insight poor. It's not that they don't have access to testing, it's just that when it comes to assessing creative concepts, conventional research methodologies seldom yield insights or actionable results that enable meaningful decision-making. Brandtrust inspires confidence by helping companies assess whether their creative concepts truly deliver on the emotional drivers that people find most meaningful.