

Co-Create

Discover

Innovate

Ideate

Solve Problems

Improve

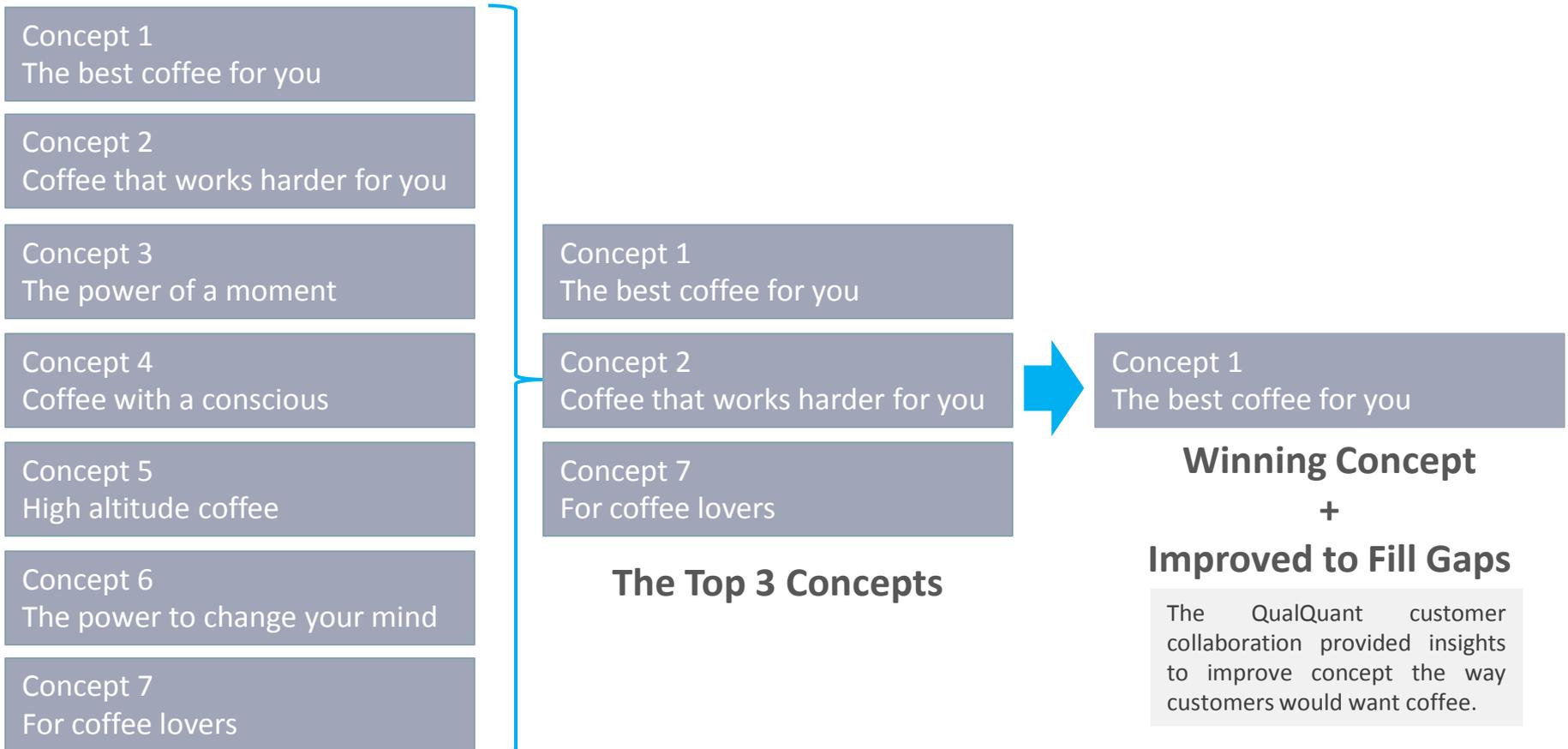
Scientific Customer Collaboration - Uncovering & Amplifying Hidden
(Ideas / Insights / Trends / Solutions)

Case Study

Concept Screen/Test/Improve
Getting Ready for Market Success

QualQuant Signals – Concept Innovation Excellence

This case study illustrates the QualQuant Signals approach to test/screen and then improve upon product/service concepts. A “winning” concept was selected and then further optimized by having the target segment improve by collaborating in an integrated qualitative/quantitative session, guiding concept refinement towards market success.



The Project Brief

Challenge & Opportunity

Georgia Coffee, the largest RTD coffee brand in the world, is owned by The Coca-Cola Company. Most of the growth has taken place in Japan and the brand had never been launched in the United States – until now. Unfortunately, though, little had been previously done to identify the brand proposition for the US market. Therefore, before moving forward in the US, strategic work around the brand basics needed to be undertaken.

Setting Up Concept for Market Success

The RTD coffee market is very competitive. Success can only be achieved by acquiring and building loyalty with current drinkers of competitive brands. The Georgia Coffee team needed to test and screen concepts related to differentiation where insights would up the odds for success.

The Georgia Coffee team valued the QualQuant Signals scientific approach for concept testing and the development process. The main elements within the research design were...

1. The research design approach
2. QualQuant customer collaboration to improve and uncover concept strengths
3. Analytics leading to recommendations and strategy

The Final QualQuant Innovation Excellence Outcome

The final outcome delivered recommendations to develop concept refinement and the launch strategy.

1. Able to launch revised concept based on filling gaps, leveraging concepts strengths, etc.
2. Development of a brand messaging strategy to generate initial product lifecycle demand

QualQuant Concept Innovation Excellence – The Scientific Research Design

Screening Profile

Profiling & Screening

Consumers provided their profiling information based on Delphi concept (customer value (category / brand), professional background, daily activity, etc.)

QualQuant Association

Capturing expectations before concept exposure to identify gaps in concept.

Before Concept Exposure (Identify Concept Gaps)

Customers provided top of mind emotional and functional associations.

1. When you think of coffee what first comes to your mind?
2. Think of the benefits desired from coffee. What comes to your mind?

Why? To set up expectations before exposing concept to filter & refine concepts with gaps

QualQuant Session

Concept Exposure

Concept Exposure (Random Monadic Sequence)

Customers were exposed to concept ideas

Concept Evaluation

Concept Evaluation (Screening & Testing)

Purchase Intent, Purchase Interest, Favorability, Believability, Word of Mouth, etc. related to top three concepts

QualQuant Concept Improvement

Concept Improvement (Qualitative / Quantitative)

A session is where a customer added an insight & selected/rated other customer's insights.

1. The emotional benefits why they will purchase or not purchase?
2. What if any features are missing to satisfy need?

The QualQuant collaboration session pinpointed areas of strengths, weaknesses and opportunities leading to optimizing concepts to be set up for success.

QualQuant Session

Concept Visual Association

Concept Visual Association

Customers were exposed to various images related to coffee in general and were directed to select the ones that visually stimulate drinking a cup of coffee.

QualQuant Concept Innovation Excellence – Scientific Analytical Approach

Setting Up Concept for Market Success

Pre-Concept Exposure – Using Association to Identify Gaps Leading to Concept Refinement

Before exposing the concepts, consumers provided their top of mind functional and emotional associations..

1. Think of coffee what comes to your mind?
2. Think of the benefits desired from coffee what comes to your mind?

These associates were explored **prior** to concept exposure to uncover the current emotional and functional benefits related to coffee in general. This set the stage to understand consumers' expectations.

To find gaps within each concept the associations and the degree to which the concept descriptions matched the associations were compared. The identified gaps filtered out the concepts that did not match consumers' expectations and refined the top performing concepts.

Post Concept Exposure – Improving Concept through Predictive Insights

After the basic concept evaluation, consumers were asked to participate in the scientific QualQuant sessions to identify areas of improvements, concept weaknesses, and concept strengths. The QQS session is where consumers provide their insights and then are exposed to other consumers insights, being asked to select and rate insights they connect with either positively or negatively. The following Qual questions were asked...

1. Which part of the concept is most influential in persuading purchase of this product?
2. What, if any barriers are there regarding purchasing this product?
3. What terms would you use to recommend this product?
4. What improvement would you make to this product if you were the owner?

The predictive insights provided a landscape related to strengths, weaknesses and improvement. The final concept was refined based on the qualitative/quantitative predictive insights.

QualQuant Concept Innovation Excellence – Recommendations for Visual Positioning

Winning Visuals - Visuals that performed best across all concepts.



Visuals that performed average across all concepts.



Visuals that performed the worst across all concepts.



QualQuant Concept Innovation Excellence – The Recommendations for Positioning

- **Best for You, Works Harder**, and **Conscience** are the strongest concepts and were moved to the next research step with some refinements.
- It is interesting that **Conscience** is the most favorite, yet does not lead in terms of purchase intent, frequency, or occasions. Altruism and environmentalism are compelling and appropriate, but not differentiating. They are better support than primary benefits.
- **Lovers** is a compelling positioning, with good purchase intent and favorite-ing because of the taste assurances. Yet it is better as a hot, ground or whole bean coffee, and is not seen as better than the usual brand. Comparing to another brand can backfire.
- The weakest concepts are **Altitude, Mood, and Moment**. Reasons for this include need for more support, problems with believability, and lack of differentiation. These are not suggested for further development.

Do's

- Give support to benefit claims (why antioxidants, how did the antioxidants get in there, why is it good for the environment, why is shade-grown better, USDA Organic seal). Really illustrate the points.
- Provide info on products available; flavors, roasts, caffeinated, decaf, forms.
- Expect “Georgia” in the brand name to create some confusion. Of the two name options, The Georgia Coffee Company is preferred.

Don'ts

- Forget taste assurances. “Smooth and rich” is compelling language.
- Make it sound too elite or special – implies expensive and for special occasions.
- Feature the Coca-Cola largely—it can detract from purchase intent.

QualQuant Concept Innovation Excellence – The Final Concept

The Winning Concept

THE BEST COFFEE FOR YOU

Introducing Brand X Coffee. Fresh and delicious with the smooth, rich taste you love. Brand X is extra good - it starts with great tasting Arabica beans. We then add the powerful antioxidants found naturally in the berry that surrounds a coffee bean - the part that until now has been difficult to harvest. Extra goodness all around. Expect more from your coffee. Brand X brings you delicious taste and the added health benefits of the whole coffee berry.

The Refined Concept – Set for Market Success

THE BEST COFFEE FOR YOU JUST LIKE YOUR BEST MATE

The highest quality coffee beans which is grown and handled with care makes it to your coffee cup delivering a taste you miss. Our growers who are dedicated to producing quality, harvest their Arabica beans for maximum freshness. Good health through antioxidants is brought to you by our ideal growing conditions and using the whole coffee berry naturally.

Go ahead and smell the true coffee aroma and taste the freshness in every sip. Live life with a great mood everyday.



The visual appeal to enhance concept.

QualQuant Signals
Science, Psychology & Statistical Model Applied



The Patent QualQuant Collaboration Session
Profiling & Screening Questions AND then,
The Scientific QualQuant Collaboration
1st - Customers submit their ideas/insights
Then – They select & rate other customers ideas/insights

QQS Reports 'ACT ON' Predictive Ideas/Insights

Leading To Developing Brand Strategies...

Revenue Gain Opportunity

Brand Innovation

Better Advertising

Market Share Gain

More Effective Branding

Satisfy Unmet Needs

Your QualQuant Signals Team
Creative, Innovative, Passionate, Skilled
Guiding Brands for Over 10+ Years



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Come, visit us virtually. Thank You!

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