



S P A C E

Sequential Point Assessment in Concept Evaluation

There has been a lot of discussion in corporate America about the 90% failure rate of new products, but what about the good ideas that are not introduced?

What percent of viable new products are not introduced because of poor concept execution?

The Sequential Point Assessment method assists in optimizing a concept appeal. This method not only identifies the concept's strengths, but also reveals the elements of the concept which are unappealing. This allows the manufacturer to more accurately measure the acceptability of the idea, while not screening out viable new products due to poor communication of the concept. Since respondents are required to rate each portion of the concept, they are forced to read and think about the entire concept. This eliminates the problem of skimming or speed reading.

Method:

Consumers are intercepted and screened in stores in multiple, geographically dispersed markets. The concept is held in a binder with each stage of the concept being presented on separate pages:

- Starting with the name or headline, each portion of the concept is revealed individually and the concept, as communicated by the name/headline, is rated for purchase interest.
- Each additional portion of the concept (e.g. picture, paragraph, price, size, etc.) is revealed and rated until the complete concept is exposed.
- After all the components have been exposed and evaluated, overall purchase intent for the concept is collected.
- The overall concept is then evaluated for other attributes (e.g. price/value, uniqueness, family appeal, brand trust and other product and brand imagery ratings).

Multiple concepts are evaluated with multiple cells.

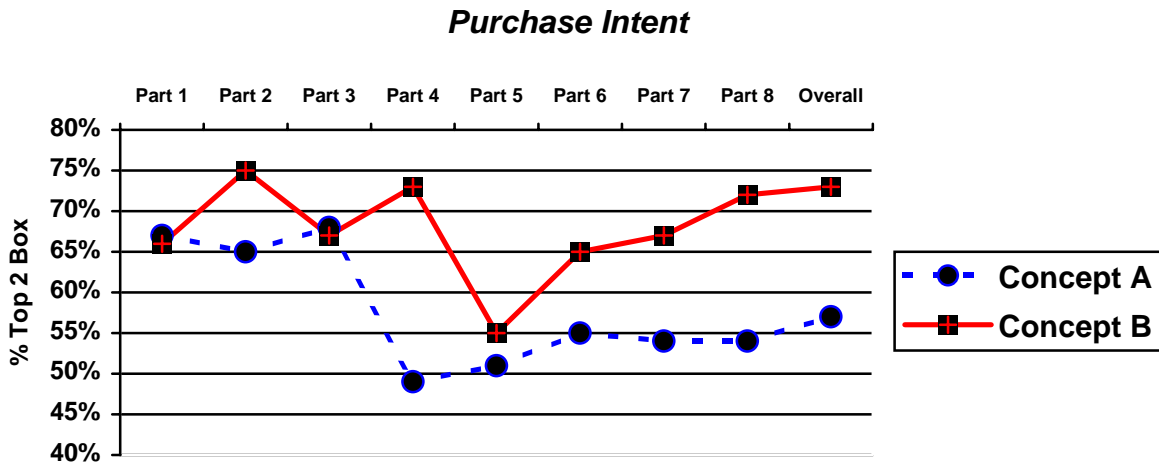
Deliverables

As with a traditional concept study, **SPACE** generates the following deliverables:

- Overall appeal of the entire concept
- Relative appeal of multiple concepts
- Price/Value perception of the concept(s)
- Imagery/Positioning of the concept

In addition, **SPACE** identifies which specific portion of the concept consumers find appealing and which they find objectionable.

The following example shows the result of a two-cell **SPACE** study. Each concept has eight parts that are individually rated followed by the overall rating:



A statement in Part 4 (Concept A) and Part 5 (Concept B) clearly is unappealing to the consumer. Concept A is never able to recover while Concept B steadily improves. If Part 4 from Concept A were modified, it is likely that the overall acceptability of the concept would be improved.

If these concepts would have been evaluated in a traditional concept test, Concept A would probably have been rejected and yet another promising new product idea would have been eliminated.