



# CASE STUDY: USING AUTOMATED CONCEPT TESTING TO GAUGE APPEAL OF CLIENT'S NEW PRODUCT

## CHALLENGE

Harris's client, a European manufacturer of household appliances, wanted to measure the appeal of a new and improved appliance versus an existing but successful design. Harris needed a quick and accurate measure of consumer reaction to the concept in order to provide its client's product development team with the best advice.

## SOLUTION

Toluna's automated concept testing enabled:

- Use of a standardized questionnaire to ensure a one-day launch of the survey.
- Completion of field work in one day, with 600 completes achieved in each market.
- Harris researchers to gain instant access to results using the real-time infoboard
- Easy identification of the winning concept thanks to side-by-side results

## IMPACT

Toluna's automated concept testing tool quickly and accurately established a preference for the new appliance. That meant Harris was able to advise its client to move ahead with the design.

## CLIENT:

