



CASE STUDY: USING AUTOMATED CONCEPT TESTING TO HELP CLIENTS EVALUATE CONCEPT STRENGTH RAPIDLY

CHALLENGE

Harris' client, a major bank, wanted to measure the appeal of three new accounts designs, versus an existing account.

Harris needed a quick and accurate measure of consumer reaction to each 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 2,400 completes achieved in two days of field work
- 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

Thanks to the speed and accuracy of the Toluna technology, Harris was able to deliver the results its client needed in record time. That gave Harris the information it needed to advise its client to quickly move forward with the winning concept.

CLIENT:

