

# Concept testing

Discover your innovation's potential for impact



## What is a concept test?



By presenting your new product idea to potential consumers you can collect invaluable honest and unbiased feedback. This will help you to understand the market potential, address possible blind spots and improve your concept before it hits the market.

What specific things can you learn through concept testing?

- Strongest and weakest aspects
- Hidden strengths
- Perceived uniqueness
- Understanding of the idea
- Willingness to pay
- Effectiveness of your messaging



# Why test a concept before it's on the market?

As an entrepreneur or innovation manager, you are looking for an unfulfilled need for which you are developing a superior solution. You are working on a product or service that meets or even surpasses expectations. On top of that, you will need to bring across your message in a impactful way. Your target audience can help you with these important tasks!

Through concept testing, you can:

1. Find previously unthought of opportunities. It will give you creative input to take your idea to the next level.
2. Convince investors, partners, retailers, etc. If you can show prove that there is a target audience who is willing to pay for your idea, it will open doors that were shut before.
3. Decrease the risks of failure. Not only will you get an underpinned estimation of the market potential, the concept test will help to you develop the right features and the right message thereby optimising the changes of succes.



# Writing and testing a concept description

In order to test a concept with a consumer audience, it is necessary to present a **concrete** description of the idea. This way we give the target audience something to respond to.

The more specific your description, the more accurate the feedback you will receive. The concept should be written in language appropriate for the target audience, and if possible include an image or demonstration.

A complete concept description consists of the following elements:

1. **Insight:** describing the unfulfilled needs of your target audience (pains & wants)
2. **Promise:** the functional and emotional benefits this solution offers
3. **Reasons to believe:** arguments for why this solution is credible

The process of describing your describing idea in less than 150 words is a tough, but crucial task. But no worries, we are there to help you with this.

Example concept description: Stegeman Vollof

## Insight

You want your family to eat more sustainably. And you realize that meat has a relatively large impact on the climate. But abandoning meat altogether is a step too far for you. And especially when it comes to meat products, you realize that there are few alternatives that you like, and your children certainly don't.

## Promise

But now there is Stegeman Vollof enriched with vegetables. A range of tasty savoury toppings, but with less meat. With added flavourful vegetables that make the meat tastier, like the chopped onions in your grandmother's meatballs. We also added some leeks and peppers. Now you can serve your kids their favourite sandwich and feel good about your environmental footprint at the same time.

## Reasons to believe

- 30% less meat
- Enriched with delicious Dutch vegetables
- Healthier because of the extra fibres and vitamins



# Testing and improving a concept description in 5 steps

With the help of our Food Forum, our online community of conscious consumers, we will gather insights and understand the context around the product/service. With a select group of consumers, we will explore which frictions they experience and what their needs and wishes are and what they think of your idea.

The conversation with the community members takes place through different methods, such as forum discussions, creative assignments, polls and short questionnaires.

On this basis, we will formulate insights, promises and reasons to believe. We will then test these with the target audience.

The process will take the following steps:

Step 1 - Insight: Understand the needs of your target audience

Step 2 - Present and test your original concept

Step 3 - Promise: Define the benefits of your concept

Step 4 - Reasons to Believe: Make your promise credible

Step 5 (optional, but invaluable) - Test your improved concept with a representative crowd



# Research Capabilities of our Food Forum community

## Creative assignments

- Foto-assignments
- Writing-assignments
- Store visits



## Qualitative group assignments

- Forum discussions & assignments
- Live sessions with built-in video facilities



## Individual interviews

- Via chat
- Live interviews with built-in video facilities



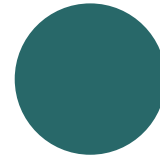
## Quantitative online research

- Samples up to n=500\*
- Selections possible on background characteristics known in advance
- Fully (nationally) representative sampling possible by means of external panels

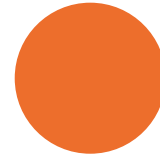
\*from mid 2023



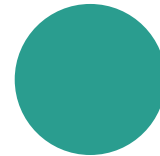
## Our promise



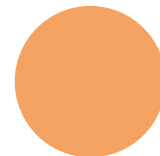
**Fast, cost-effective and crystal-clear consumer insights**



**Access to frontrunners, early adopters and followers in the field of sustainable food**



**Actionable insights that can directly be used and shared via (social) media**



**Senior research experts with specific knowledge in the field of sustainable nutrition**



# About Future of Food Institute

We are a market research agency specializing in sustainable food.

We believe that food contributes to people's well-being and happiness in life. Now, but especially in the future. Good food is healthy, tasty and has minimal impact on our planet. Making our food more sustainable is necessary to guarantee people's well-being in the future.

By highlighting the perspective of the consumer, we help organizations in the food chain to become more sustainable. Thanks to clear insight and inspiration from our consumer research, food brands can communicate more effectively and innovate faster. Because the better you know your consumer and their motivations, the better you can empower them to make sustainable choices.

## How can we help?

**Packaging research:** what does the target group think of the new design?

**Brand research:** how do they feel about your brand?

**Concept research:** what do they think of new ideas for products, packaging, brands, etc.?

**Inspiration:** What is happening in the world of (sustainable) food & drinks and what can we learn from it?





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