

Major retailer-manufacturer turns to Knowledge Networks for timely concept testing via infomercials

Challenge

One of America's best-known retailers sells a wide range of consumer goods and services – from clothing to appliances. Infomercials, shown both in stores and on television, have emerged as an important advertising medium for the retail giant. The client needed a way to test product concepts in infomercial (video) format, and to survey specific groups about product/service features and enhancements – all on a very tight schedule.

Background

Product and advertising testing are both Knowledge Networks specialties – areas that intersect in this unusual project. By allowing clients to obtain feedback from specific audiences – at the speed of Web surveys and with exceptional multimedia capabilities – the KN panel provides a powerful platform for screening concepts and commercials among target consumers. The potential for longterm efficiencies in ongoing work is powerful; and KN's experts can help clients design surveys that clearly assess the variables that need to be understood.

Knowledge Networks solution

Through KN's extensive profile information on its panelists, the client is able to isolate specific demographic groups – usually heads of households or 21- to 49-year-olds – and get their reactions to new product concepts every month. The concepts are presented in infomercial form; categories covered range from cutlery to small appliances to tools. By changing 10 to 12 attributes specific to each product (e.g., adding HEPA filters to vacuums or special grips to tools), KN is able to evaluate new concepts and variations. A standardized questionnaire, combined with the consistent KN platform, yields a fast turnaround; and the work has produced an informative norms database.

Results

Knowledge Networks' state-of-the-art capabilities deliver the capacity to weigh product performance and pricing against norms. For this research, KN quickly delivers cross tabs, then produces a standardized report later, including a custom price analysis and naming recommendations.

Knowledge Networks provides a sound methodology – and an innovative technology platform – that allows products to be designed especially for their intended consumers.

For more information, contact your Knowledge Networks service representative or write to info@knowledgenetworks.com.