

concept express™

- Identify Needs
- Idea Screening
- Concept Testing
- Concept Optimisation
- Use Tests
- Post Launch



Concept Express™ is an agile, fully automated concept testing product. Built using a quality methodology, and with an automated platform and dashboard, Concept Express™ means you can make smart, impactful decisions faster... and more cost effectively.

How can Harris help you?

Quality Methodology

- Monadic* approach with standardised questionnaire, to test from 1 to 8 text, image, storyboard and/or video concepts; branded or unbranded; priced or unpriced.
- Up to 12 validated metrics: likeability, relevancy, purchase intent, distinctiveness, believability, value, brand fit, importance...
- With flexibility to add up to 3 customised questions and 12 proprietary statements.

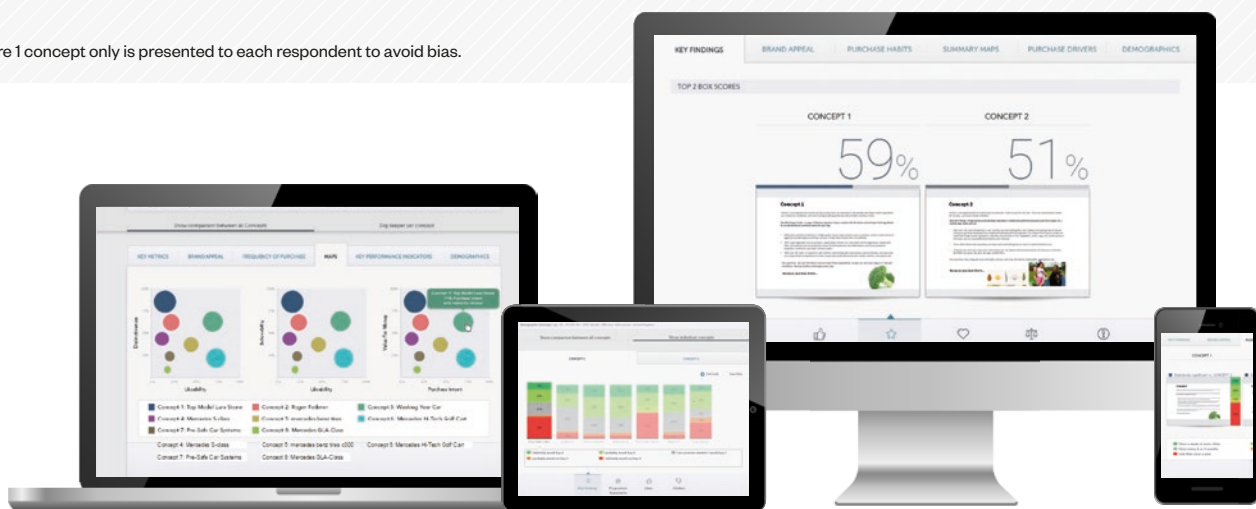
Fast, targeted and real time

- Access to your audience from our online panel, covering 40+ countries, 10 million people, qualified on nationally representative criteria.
-  24 hour guarantee for general population reach (weighted by age & gender) and 150 respondents per concept for US, UK, France, Germany, Spain and Italy; within 2-5 days for more targeted audiences and/or other markets.
-  Automated real time reporting: KPI Dashboard, PowerPoint Report, online reporting tool using Toluna's innovative technology platform.

Actionable insights

- Clear view of the winning concept(s) via our dashboard.
- Benchmarked results by category highlighting concept strengths/weaknesses.
- Sector and context interpretation from Harris Interactive experts and on-request bespoke analysis and reporting as required.

*Where 1 concept only is presented to each respondent to avoid bias.



If Concept Express™ doesn't suit your requirements we can create partly or fully bespoke concept testing surveys for you instead. Our pricing is modular to suit all needs and budgets and deals are available for multi-survey use and upfront commitments.

For further information please contact your usual account manager or call us on the number below:

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