

## Case Study

### **Consumer Packaged Goods Company Uses Short Term Consumer Panel to Test New Product Line from Ideation to Launch**



#### **Challenge**

Clorox sought to quickly get a new fume free cleaning product line tested, optimized, and launched in a record time before competitors entered the market. They needed to understand the percentage of households who had allergy problems, and the potential demand for a fume free cleaning product line. Several formulas needed to be tested for efficacy, messaging and branding tactics needed to be formulated, as well as pricing and packaging.

#### **Approach**

We set up a 6 month panel of 1000 consumers who acted as product and marketing program testers to ensure that a new product line was tuned to the market and dud concepts and marketing tactics did not take valuable development resources. The virtual product test lab was used for concept tests, in home formula usage and effectiveness tests, messaging and infomercial tests, as well as packaging refinement.

#### **Results**

The system identified some low potential concepts and formulas, killed some products and formulas, helped highlight consumer perception and strongly contributed to a successful launch of a new multi-million dollar line.