

Case Study

Global Consumer Package Goods Company Redefines Product Concept Testing system



Challenge

P&G sought to reengineer a large, unwieldy offline database of consumer emails and profiles used for online surveys. The goal was to compress the time to market from idea to shelf, since this was a competitive weakness.

Solution

We re-registered and opted panelists into an online panel, called Consumer Corner, and used an online licensed survey tool to 'Webize' the entire process of sampling, deployment, questionnaire authoring, data collection and reporting. We trained internal researchers, who eventually managed the panel and authored and deployed surveys, then delivered summary data to brand managers.

Results

The first year of operation, P&G ran 800 product concept tests through the panel, helping to reduce the time from concept to market from an average of 5 years to 18 months. The system became a profit center, so that tests were charged back to the brand groups and the research teams could continue to fund and expand the system. It enabled faster, earlier reads on concepts, so that ideas with potential could be green-lighted and put on fast tracks. And concepts with poor results could be killed quicker without taking too much development resources or sent back to be tuned and tested again.