

FOCUS GROUP MODERATION



INDUSTRY EXPERIENCE

Consumer Packaged Goods
Consumer Products
Financial Services
Health & Beauty
Professional Services

TOPICS

Ad Concept Testing
Concept Testing
Merchandising
Messaging
Naming

New Product Intro
Package Design
Product Design
Product Testing
Repositioning

SELECTED PROJECTS

Product Concept Testing

To seize a new market opportunity, facilitated focus groups for a Health & Beauty company to better understand consumer needs, identify consumer frustrations, and test new concepts. Results were used to finalize concepts prior to sizing market opportunity.

Package Design

Facilitated focus groups for a Consumer Products company to evaluate alternative package designs, vis-à-vis competitors' packaging. Results were used to make design and messaging modifications to maximize relevance, readability, and impact of the packaging prior to quantitative testing and roll-out.

Ad Concept Testing

Moderated focus groups to evaluate multiple advertising concepts and storyboards for a Financial Services company. Results were used to choose desired direction for future advertising and to address consumer concerns prior to execution.

Repositioning

Facilitated focus groups to evaluate new packaging as part of repositioning a Health & Beauty brand. Feedback on messaging, color scheme, and display appeal strengthened the final design to maximize market impact.

New Product Introduction

Facilitated focus groups to evaluate new product naming, messaging and packaging alternatives for a Consumer Packaged Goods company. Results were used to finalize name, revamp messaging, and refine package design to address consumer confusion.

Prototype Testing

To revamp an old product line for broader consumer appeal, a Consumer Products brand utilized The Brand Renovator to facilitate focus groups to evaluate prototype product design and packaging, vis-à-vis the leading brand. Results shaped new prototype designs for product and packaging to keep the best and revitalize the rest.

Packaging & Merchandising

Conducted focus groups to evaluate packaging and merchandising vis-à-vis competitors for a new line of Health and Beauty products. Results were used to revise packaging and modify display decisions prior to production.

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