



What? Why? Wow!

BuzzBack's Concept Study gives you the What? the Why?, and the "Wow! I never thought of that!"

A BuzzBack Concept Evaluation, Exploration and Building Study provides multiple dimensions of learning. After analyzing the basic quantitative metrics, we delve deeper, to get behind the numbers and explore the 'why?' dimension. Then we continue to build and refine the idea. BuzzBack's Concept Study incorporates a depth and richness you don't get from traditional concept screens. BuzzBack will expand your concept of concept testing and provide learning and insight that breaks new ground.

The BuzzBack Concept Study difference

Once in a while you get a set of concept scores that are stellar. Most often, however, the results are mixed, some aspects of the concept are working well, while others are confusing or not relevant. Invariably, there are some unexpected issues that require finessing to bring the idea around. That's when you need a Concept Study that goes beyond the obvious. A BuzzBack Concept Study is structured to evaluate, dissect and build concepts, often in just 3 weeks. Our approach, techniques and tools are designed to add context and texture to the basic concept metrics so the learning is more complete and actionable.

We engage consumers in new ways, encouraging them to delve deep within their psyche, to go beyond the quick, superficial responses. We examine triggers, motivations, associations, even the competitive frame to maximize the learning and fully investigate the opportunity. A BuzzBack Concept Evaluation, Exploration and Building Study accesses, distills and presents wholly new facets of learning and understanding that redefine concept testing.

Take a closer look at how we do it ...

Our BuzzBack Concept Evaluation, Exploration and Building Study starts with the basic metrics you'll need to make baseline decisions. We often include a benchmark concept to solidify this learning. Then the BuzzBack Concept Study takes off in new directions.

Think Forward.

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“For me this would be refreshing and soothing body and soul. Not harsh, but calming and quiet.”

— Female 43, GA, Married

Consumers engage and express themselves with eCollage™

With eCollage, respondents use our patent-pending technology to build a canvas with pictures, words and colors. This creative process uncovers subtle feelings evoked by your concept. Most importantly, respondents explain thoughts and ideas associated with their collages, revealing subconscious emotions and connections.

In this example, consumers were shown a concept for a new, tea-inspired spirit with hints of Jasmine and Green Tea.

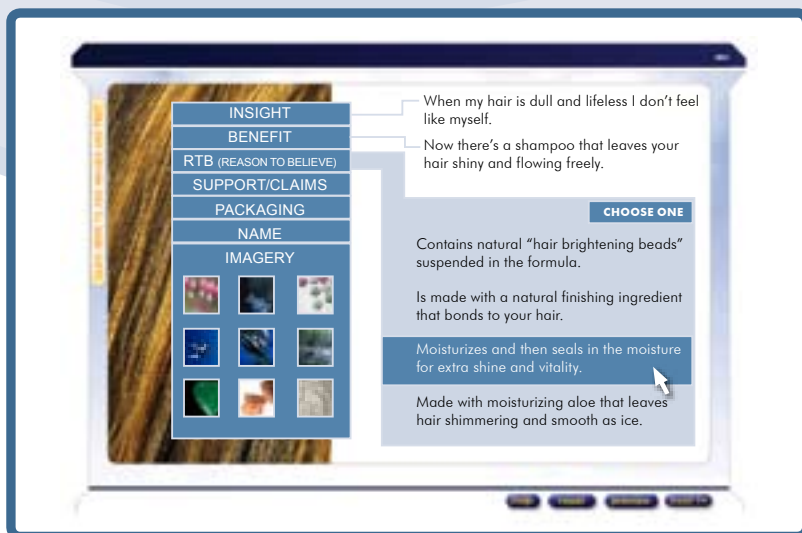
They were then asked to “create a collage that expresses how you might feel after drinking this new tea-inspired spirit.”

Unbiased, evolving, consumer-driven learning with IDQ™ (Interactive Delphi Query)

IDQ allows respondents to both generate and evaluate category drivers in one easy step. Starting with a seed list, respondents react to and articulate new assumptions, perceptions, reactions or ideas, rating previous submissions in the process. As the study unfolds, new territories are identified and the ideas that have the most traction rise to the top.

In this example, the Company needs to identify the most relevant claim for a new snack bar that helps to control glucose levels for people with Diabetes. “Thinking about this new snack bar, what do you like most about this idea?”

Respondent	Responses	IDQ Score
	“The portion size is exactly what I need—takes out the guesswork to help me control my sugar levels more accurately.”	98
	“It works with my body for natural glycemc control.”	96
	“It comes in a form I can carry with me to restaurants or wherever I go.”	87
	“I would be comfortable eating this anywhere.”	81



Build a concept with our Configurator tool

This tool allows the consumer to build a concept from the top down, first choosing the benefit that resonates most. This then leads to other relevant choices to create a complete concept.


Here the respondent designs a concept for a new shampoo: “From the libraries (Insight, Benefit, Reason to Believe) shown, please create your ideal shampoo – that is the shampoo that would be most appealing to you personally.”

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See the learning compiled visually

Every report includes a Concept Mock-Up, a graphic representation of the insights and builds.



My kids love their 3PM snack. I wish I could give them something **healthier**. Introducing Yes-wich Yogurt Sandwich Cookies with a delicious yogurt cream filling.

Yes-wich cookies are made with the finest ingredients: **whole grains, creamery butter and yogurt, organic eggs** and just the right amount of **sun-sweet fruit juice**. Then they are baked to crunchy perfection. Best of all, they get sandwiched around a generous spoonful of all natural yogurt cream filling.

Yes-wich: the cookie with the extra goodness of yogurt in every bite.

Choose from the following perfectly delicious varieties:

Vanilla Cookie
with **Vanilla, Strawberry,** or **Banana yogurt** cream filling

Chocolate Cookie
with Vanilla, Strawberry, or Banana yogurt cream.

Visual prompts unaided mentions of 'healthier than Oreo.'

Whole Grains, but still sweet is very attractive - suggests guilt free snack

Name Polarizing

Yogurt is unique and well-liked but concerns about how yogurt will taste.

Love vanilla flavor

Banana is a turn-off what about chocolate?

Need nutritional info: calories, fat

Green=appealing/favorable
Red=confusing, negative playback
Blue=builds/optimizations

Reflects learning from concept exploratory with n=200 purchasers of cookies and snacks in past 3 months.

About BuzzBack

Since April 2000, BuzzBack Market Research, headquartered in New York, NY, now operating in Europe, has provided creative, full-service, custom, online market research solutions. At BuzzBack, we develop and implement new tools and technologies to provide fast, meaningful and actionable insights via more efficient methodologies and a more engaging respondent experience.

Capabilities include **Attitude & Usage Studies, Concept Building & Evaluation, Naming, Packaging Optimization, Ad/Copy Testing, In-Home Product Testing, Segmentation, Claims Configuration/Evaluation.**

For information about our tools and services, or how to use BuzzBack for your research needs, please email us at sales@buzzback.com or call us at **US 646-519-8010 or Europe +44 (0) 20 8622 4422.**

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