

PRODUCT TESTING

CREATE YOUR NEXT BIG PRODUCT

Do you want to test your product with consumers to make sure texture, taste, smell or even the packaging are in line with your consumers' expectations? Epinion's product testing approach relies on years of experience with product testing for a wide range of clients.

It is a flexible approach that Epinion adapts to your needs and objectives while ensuring high data quality and value of results. The methodology is used in circumstances where the aim is that consumers engage with the product. The tests can have a qualitative scope or can be done on a quantitative scale.

INHOUSE STUDIOS & RECRUITMENT

Epinion has its own centrally located test studios across the Nordics to provide the best possible controlled and neutral research environment, if new products or modifications are tested.

Recruitment follows pre-established target criterias and depending on the target group can be done via street intercept or Epinion's proprietary panel specifically for in-hall tests. Thereby the sample size depends on the number of products and the number of subgroups, which are of your interest.

UNDERSTANDING THE APPEAL FROM ALL ANGLES

In order to strengthen the assessment of the products' characteristics and market potential Epinion usually recommends to supplement the diagnostics with a MOPP analysis to make sure products perform better than currently preferred products.

Typically, we investigate consumers' attitudes to the stimuli through the following diagnostics:

- Overall Liking and Reason why
- Emotional Reaction towards the Stimulus
- Unpriced/Priced Purchase Intention
- Relevance, Uniqueness
- Substitution & Cannibalization
- MOPP (compared to most frequently purchased product)
- TURF
- JAR
- Brand Fit
- Optimal Price
- Volume Forecast

Next to traditional research set-ups, Epinion's product tests can also include eye tracking and EEGs to understand consumers' intuitive reaction towards the stimulus.

REPORTING

Epinion's reports provide a clear guidance on the products appeal. The results are communicated in an easy-to-understand way with clear conclusions and actionable recommendations with which products to pursue and how to.

CONTACT US



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