

# Case Study: Demo Development

YourEncore teams drive improved demo effectiveness by 50 - 80%

## Challenge

Resource constrained, a consumer company looked to improve the effectiveness and scalability of its demo development program without using internal resources.

## Solution

YourEncore created a managed service of 4 experts to assume all brand demo development work for a fixed monthly price.

### Team's Service Capabilities

- Idea Generation
- Testing
- Protocol Development
- New Claims
- Identification
- Trials
- Technical Data Analysis
- Documentation Support for
- Proof of Demo (POD)
- Shoot Support
- On-screen Talent Training

## RESULTS

**56-82% HIGHER TRIAL POTENTIAL MEASURES ACROSS ALL SEGMENTS**

### Consumer Persuasion Lift

*Trial Potential Measure (TPM)*

*Scores vs. Previous Copy*

