



## **Consumer Feedback Testing**

In partnership with Stickybeak, we offer three cost-effective, rapid consumer feedback solutions designed to provide you with fast insights into your target audience before product launch.

Let us help you understand your consumers better, ensuring your products hit the market with confidence and success.

**CONTACT: [john@bfgs.co.nz](mailto:john@bfgs.co.nz) if you wish to undertake Stickybeak testing with BFG's**

### **Consumer Feedback Test Options**

**Mini Concept Testing:** Evaluate how your target audience feels about your concept with regards to its appeal, uniqueness, potential price or their purchase intent. Even compare some potential packaging concepts or claims to see if you are heading down the right track

**Packaging Testing:** Obtain genuine input on four of your packaging concepts to ensure that your initial design appeals to your target consumers

**Claims Testing:** Assess the relevance and impact of your product claims before launching new packaging  
We can also develop bespoke options to meet your specific needs, just choose our bespoke option and we will be in touch to discuss your requirements

## Test Options

### Mini Concept Test - 100 People / 1 Country

\$1,250 excl. GST

This is a general test which allows you to ask questions to validate your concept, including BOTH a packaging design and claims test

What you get to ask:

- ONE x Qualifying question to determine who you would like to answer this question e.g. have you purchased an energy drink in the last six months
- Describe your concept, even including a mock-up design, and then get feedback on it's appeal, uniqueness, price and purchase intent
- Also compare up to FOUR "things" such as packaging designs, claims, USP, names etc. to get an ultimate winner. The consumer is also asked "What's the main reason for your choice" so you get some great verbatim as well as quantitative analysis
- Finally, ask ONE follow up question e.g. How often do you buy "X brand"? or Where do you usually shop? or What is your household makeup? - this enables you to slice and dice the data to see what different groups within the 100 sample size thinks.

You define audience and target country e.g. male/female, age bracket, location

#### **DELIVERABLES**

Report delivered within 48 hours with % liking of each concept and summary of consumer responses

See example report in link below

<https://app.stickybeak.co/polls/fa950fe4-f221-4539-9d94-b1e479017504/results?tab=Report> Here's a

quick orientation to the results page of the sample report:

**Report:** This is where the open ended questions are summarised and the most popular themes highlighted with example verbatim quotes for each

**Charts:** This is where you can filter to slice and dice the results by demographics and behaviours based on the test profile

### Packaging Design Test- 100 People / 1 Country

\$1,250 excl. GST

Obtain genuine input on new packaging concepts to ensure they appeal to everyday consumers

You choose THREE questions to ask:

- 1- ONE Qualifying question to determine who you would like to answer this question e.g. have you purchased an energy drink in the last 6 months.
- 2- Test up to FOUR packaging designs to find out which one is most liked with 100 people (Note you need to provide four packaging concepts in XXX format)

The consumer is asked "What's the main reason for your choice" so you get some great verbatim as well as quantitative analysis

- 3- You get to ask ONE follow up question e.g. how often do you buy "X brand" product? or Where do you usually shop? or What is your household makeup? - this enables you to slice and dice the data to see what each of the different groups within the 100 sample size thinks.

You define audience and target country e.g. male/female, age bracket, location

#### **DELIVERABLES**

Report delivered within 48 hours with % liking of each design and summary of consumer responses

See example report: <https://app.stickybeak.co/polls/05db87ea-296a-44ac-a12a-08c76ba732cf/results>

<p><b>Claims Test- 100 People / 1 Country</b></p> <p>Assess the relevance and impact of your claims before launching new packaging</p> <p>1- ONE Qualifying question to determine who you would like to answer this question e.g. have you purchased an energy drink in the last 6 months.</p> <p>2- Test up to FOUR claims to find out which one is most liked with 100 people The consumer is asked "What's the main reason for your choice" so you get some great verbatim as well as quantitative analysis</p> <p>3- You get to ask ONE follow up question e.g. How often do you buy X? or Where do you usually shop? or What is your household makeup? - this enables you to slice and dice the data to see what each of the different groups within the 100 sample size thinks.</p> <p>You define audience and target country e.g. male/female, age bracket, location</p> <p><b>DELIVERABLES</b></p> <p>Report delivered within 48 hours with % liking of each claim and summary of consumer responses</p> <p>See example report <a href="https://app.stickybeak.co/polls/c8f06e5c-693b-4c5c-9c01-ffa78cb0893c/results">https://app.stickybeak.co/polls/c8f06e5c-693b-4c5c-9c01-ffa78cb0893c/results</a></p>	<p>\$1,250 excl GST</p>
<p><b>Bespoke Consumer Feedback Test</b></p> <p>We can develop you a bespoke option with Stickybeak to meet your exact project needs including increasing sample size or number of countries surveyed.</p> <p>Please choose this option if you'd like us to be in touch to discuss this further. Pricing will be confirmed once brief is confirmed</p>	<p>Email for pricing</p>

## **FAQS – YOU ARE ALWAYS FREE TO CONTACT US WITH ANY QUESTIONS BUT HERE ARE SOME WE OFTEN GET ASKED**

### **What information will I need to supply?**

Once you accept this quote we will send you a form to fill in which will outline all the information you need to supply to successfully complete the consumer test. We will then check to ensure that everything looks OK before making your test live

### **Can I increase the number of people I test on or countries that I test in?**

Yes absolutely. We have set our tests at 100 people and one country but you can increase that if you wish with Stickybeak having access to over 200 countries. Just choose the bespoke option in this quote and we will be in touch.

### **Do I need packaging designs for the test?**

Yes, for the mini concept test and the packaging test you will need to supply four packaging concept images.

### **What do I do if I don't know what to ask/information to provide?**

A BFG's consultant will assist you through this process so don't worry if you don't know exactly what you need to ask. They will work closely with you to ensure you get the best results from your test.

### **How do I receive the test report?**

You will receive a link to the report via email. This link is exclusive to you but can be shared to your team so they can also access the report.

### **Who are Stickybeak?**

Co-founded by a research agency, Stickybeak is an online consumer research solution built by market researchers, marketing and comms experts and tech leaders. Its unique testing platform enables you to reach and get feedback on your food and beverage concepts from people in over 200 countries. Stickybeak is a Certified Member of the Research Association NZ and is a GDPR ready company.