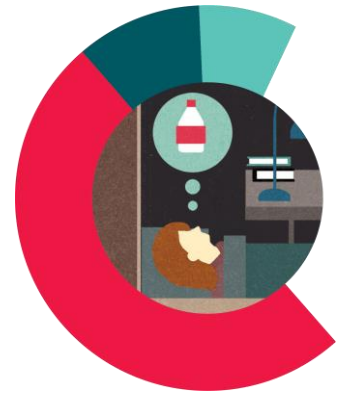


# REDCIDEATOR

## PRODUCT PROPOSITION TOOL

iDeator™ from RED C is a tried and trusted, award winning\* and highly cost effective quantitative online tool specifically designed to evaluate early stage product propositions. This gives you the confidence you need to focus resources and effort on those which show clear potential for in-market success; saving you both time and money!

\* iDeator™ won both the New Product Development and Grand Prix awards at the Marketing Society's Research Excellence Awards in 2010



## Versatile

The iDeator™ tool is perfect for testing early stage propositions and has a proven application across a number of areas of innovation, including:

- / New Product Development (N. P. D.)
- / New Format or Packaging Design Applications
- / Naming or Re - naming Assignments
- / Alternative Positioning Assessment



## Approach

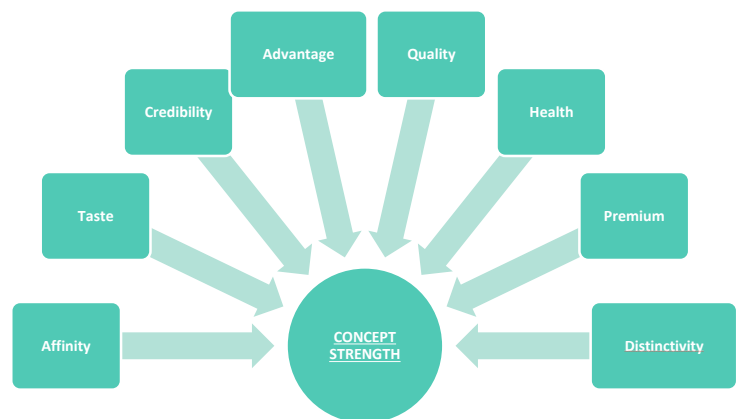
iDeator™ data is collected using an online survey which offers a number of advantages including:

- / Cost and time effectiveness
- / The ability to manage complex rotations and additional rules applied to the concepts
- / Allows the use of visual stimulus to show concepts at a consistent quality standard
- / Rapid access to relevant core target groups
- / Ability to handle price modelling questions which require dynamic logic and rotations

The survey comprises a balance of elective category specific questions as well as a set of 11 specific metrics that feed into our concept assessment algorithms. We manage concept exposure using a sequential monadic rotation ensuring every concept is seen an equal number of times in first position to remove any potential order effects.

## Key Indices

There are two main axes used by the tool in producing the map: **Market Potential** and **Concept Strength**. The performance on each of these is derived from a weighting algorithm that recognises the relative impact of certain key measures on expected performance as follows:

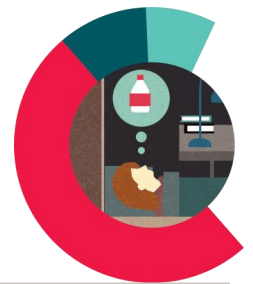


REDC

## For Further Information

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T / +44 203 740 9056

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## Tried and Trusted

iDeator™ has an established track record with some of Ireland and the UK's leading companies across a large range of sectors including financial, telecommunications and FMCG. Each of the companies that we work with using iDeator™ have adopted the tool as their standard approach for concept screening to feed into their overall innovation pathways. This has delivered considerable benefits:

- / Significant savings compared to the equivalent costs of other concept screening tools with comparable outcomes.
- / The flexibility of a tool that can accommodate a small or large number of new concepts as required
- / Validity and robust benchmarking against the norms of the several hundred concepts that have been included in previous tests.

Clear direction on the top performing concepts against which resources can be confidently committed to maximise chances of success.

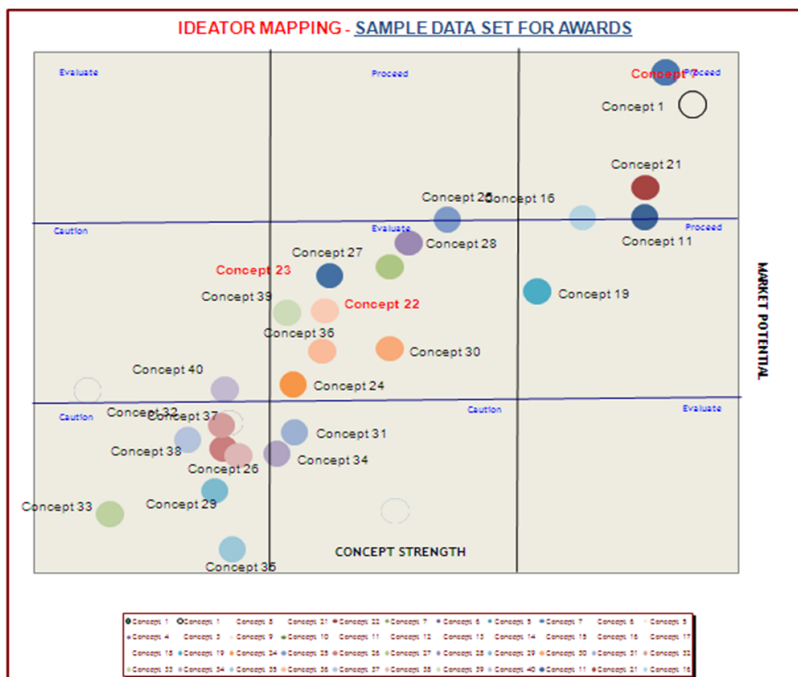
## Reporting

The centrepiece of the iDeator™ system is an excel-based mapping tool that allows you to see the potential of a concept visually and concisely. There are two axes used by the tool to produce this map: Market Potential and Concept Strength. These are derived from a regression based weighting algorithm that recognises the relative impact of certain key measures on expected market. All of our iDeator™ clients receive their own excel-based databank featuring their scores and normative data, a concept gallery as well as the mapping tool shown below:

In addition to this a full PowerPoint presentation is created to report on all findings

## Databank

Several hundred concepts have passed through the iDeator™ method, so we have a large databank of normative data against which you can compare your concept's results. To find out how you can include iDeator™ to deliver greater clarity in your innovation pipeline, please get in touch to find out more.



### SUGGESTED STRATEGIES\*

- Proceed to Next Phase**  
MP: High Proceed to Market Subject to Financial Tests  
CS: High Maximise emphasis on concept as presented
- Proceed to Next Phase**  
MP: High Leverage market potential with launch  
CS: Med Build on Identified concept strengths
- Proceed to Next Phase**  
MP: Med Identify attractive segments (growth areas)  
CS: High Emphasize key concept triggers
- Further Evaluation**  
MP: High Target attractive niches subject to size  
CS: Low Rethink concept and work to develop triggers
- Further Evaluation**  
MP: Med Invest selectively in profitable segments  
CS: Med Concept Strengths need to be leveraged
- Further Evaluation**  
MP: Low Questionable return from current market (niche)  
CS: High Redefine market to maximize concept
- Exercise Caution**  
MP: Med Limited potential investigate niches?  
CS: Low Low consumer traction minimizes success
- Exercise Caution**  
MP: Low Unlikely to provide sufficient returns  
CS: Med Minimize investment
- Exercise Caution**  
MP: Low Market cannot sustain innovation  
CS: Low Consumer response poor

