

Prioritise and optimise winning concepts



Successful innovations need to grow portfolio sales, and build brands in the long-term.

To do this, they must deliver memorable and differentiating experiences aligned with your brand promise. And they need to innovate more quickly than ever before to thrive in today's fast changing world.

Identifying and nurturing the right concepts, early on is key to success.

Our validated suite of concept testing solutions helps you create winning concepts with double the accuracy of traditional approaches. We help you screen, optimise and nurture your concepts at every step of the journey.

When you need to:

- Know which concepts generate strong consumer interest and what appeals to consumers
- Identify concepts with the most top-line growth and the impact on your brand equity
- Understand the intuitive strengths of your proposition to maximise success potential
- Understand how concepts are likely to perform in-market (market share and value)

Why Concept eValuate?

- Extensively validated with proven links to sales
- Supported by a global network of over 1,000 innovation experts
- Solutions to meet all your insight, speed and budget requirements, at all stages of development
- Constantly innovating to reflect consumer reality— using the latest System 1 thinking and virtual reality technology

Inspire and accelerate growth

Our experts worldwide help you innovate for success throughout the innovation process with an extensively validated portfolio of solutions. From identifying the crucial moments of opportunity and where to play, to when and how to deliver the ultimate experience.

Get in touch

To find out more contact your Kantar representative or visit www.kantar.com
