

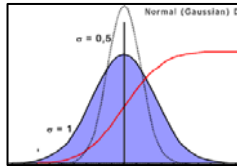
## Product Testing

Choose from a number of various topics, from specific testing protocols (when to use and how to define sample), logistics regarding product for testing, and how to create protocols for claims testing that can help to minimize legal challenges. Available topics are:

- ✓ Choosing the proper design (blind vs. branded, central location vs. home use, or monadic, protomonadic, vs. sequential monadic)
- ✓ Benchmarking
- ✓ Alienation testing
- ✓ Legal claims testing
- ✓ Sample size/sample definition
- ✓ Issues with Federal & State laws
- ✓ Verifying legal age
- ✓ Product shipping method does matter
- ✓ Product sourcing

## Stats for Market Research Professionals

While most market researchers are not statisticians, the most successful professionals have an underlying knowledge of basic stats – familiarity with frequently used tests and how using multivariate techniques can uncover critical insights. We will explain the basics so you will have a working understanding. Choose from a number of related topics:



- ✓ Statistical testing: What is it and when to use 1- vs. 2-tailed tests
- ✓ Setting Action Standards: Assessing your department "risk" profile
- ✓ Correlation and regression analyses
- ✓ Stated vs. derived importance application
- ✓ Segmentation analysis overview

## Sampling: Identifying Population Definitions for Market Research



With the increased use of online consumer panels and corresponding decreased use in other methods, correct sampling definitions are more important than ever. You can only obtain the right answer if you have talked to the correct consumer or customer population. We will explore the essential considerations for defining sample for each research initiative, including:

- ✓ U.S. pop vs. regions
- ✓ Category/brand development areas
- ✓ Key demos
- ✓ Current & lapsed users/category acceptors

## Trackers: Designing the Best Program

Whether your tracking initiative concerns monitoring established brands, understanding initial impact of new introductions, or digging deeper into product usage, tracking research can be handled in many ways in terms of method, when to track, and key metrics to include. This tracking research seminar will cover topics such as:

- ✓ Initiatives for tracking
- ✓ Setting the objective: Pre/Post vs. Test/Control
- ✓ Defining the best sample definition
- ✓ Determining tracking intervals and whether or not continuous tracking is more beneficial than point in time research
- ✓ Key metrics to consider



# RTi Quick Courses 2009-2010

## Concept Testing

Every company handles concept testing differently. By learning about the various approaches, your team can build a program that provides consistency from brand to brand and develops norms.

- ✓ Monadic vs. Sequential Monadic
- ✓ Full concept exposure vs. concept screening of basic ideas
- ✓ Defining the sample frame
- ✓ Building a battery of key metrics

## Package Testing

Product packaging is often the only gateway for consumers to learn about your brand. Find out about the different types of package testing available so you can choose the best one for your initiative. Also learn about points to consider regarding in-person and online package exposure.

- ✓ Shelf testing
- ✓ Prototype and concept testing
- ✓ Timed exposure tests
- ✓ When objectives dictate conducting in-person



## Website Evaluations

Website evaluation research can take many forms depending on the depth of information required. Learn about various ways to engage website visitors and required understanding to have an effective evaluation process.

- ✓ Pop-Up and Pop-Under surveys
- ✓ Marketing Activation Research among site visitors
- ✓ Web page/content area evaluation prior to launch

## Standards and Privacy Laws



The market research trade organization, Council of American Survey Research Organizations, plays a key role in developing industry standards and being a watchdog for our interests.

Learn about key CASRO standards and how your trade group is looking out for our industry.

- ✓ Review CASRO standards for respondent privacy & related protections
- ✓ Review key U.S. privacy & data protection laws
- ✓ Review Safe Harbor law (for EU data collection & invites outside the EU)

## Pricing Research

What is the optimal price for my product introduction? Will my brand lose significant volume if the price increases? Which brands will suffer share losses due to my new category entry? What are consumers willing to trade off for price: package features, convenience, etc.? Your objectives will determine which of several different types of pricing research tools is most relevant.

- ✓ Competitive shelf testing
- ✓ Price Laddering
- ✓ van Westendorp
- ✓ Discrete Choice