



Essentials Concept Test:

Evaluate your ideas and identify the winning concepts to outsmart your competition.

A simple 5-step process:

- 01 Define:**
Your target audience and number of concepts to be tested.
- 02 Build:**
Custom questions specific to your brand and concepts.
- 03 Measure:**
Product KPIs, purchase intent, brand fit and audience profiles.
- 04 Analyse:**
Online dashboard with automated insights of key campaign metrics, plus Excel data tables, charted PPT by question, PDF summary deck and online cross-tab functionality for data interrogation.
- 05 Iterate:**
Data provides insight on best performing concept to take forward to the next development stage.



Savanta Essentials Concept Test: Starting from £1,950 (exc. VAT)

Based on testing 2 creatives amongst N=300
Nat rep audience

Essentials

Introducing the complete
Savanta Essentials range:

Savanta Essentials is a suite of research products designed by our team of experts to offer a simple, low cost, high value alternative to traditional research and insights.

The same quality and rigour you'd expect, just fuss-free, fast, and flexible.