

# harris choiceexpress

## Easier, faster, cost effective product/service preference

At some stage during the Product Development cycle, you are likely to need to ask consumers about their ideal preferences for your products or services. This may be so you can fine tune your offer to drive stronger purchase levels and/or differentiate from the competition to a greater degree. This might happen prior to launch and/or post launch.

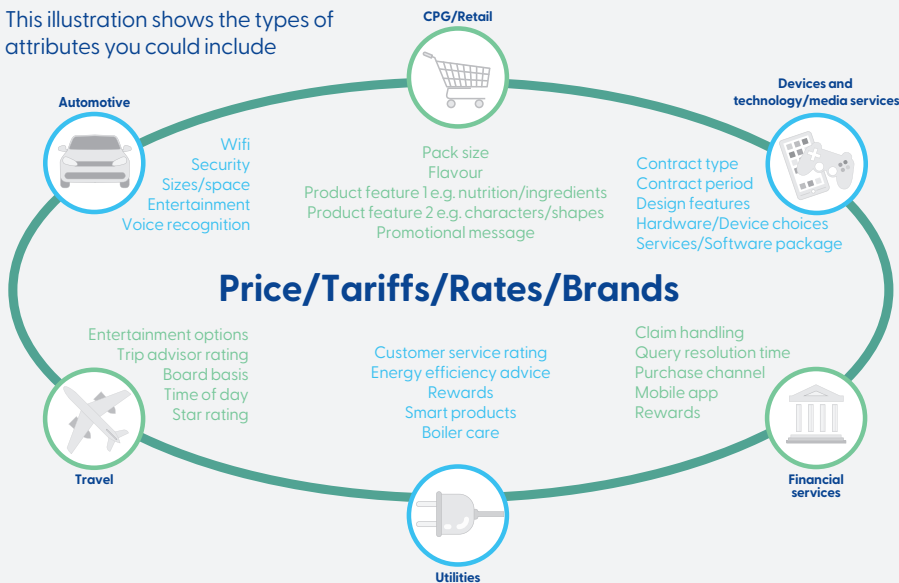
Choice Express uses a trade-off survey technique. By asking consumers to review different scenarios of product/service features, prices, and benefits, we can deduce their optimal preference combination.

### Choice Express will tell you:

- What features influence choice and are necessary vs desired
- The optimal feature/price combination
- How much consumers will pay for a new feature
- The uplift in a new introduction/check it doesn't cannibalise the current line
- How your offer compares against key competing brands

Choice Express provides a standardised, yet high quality, actionable solution, designed by our experts to save you time and money in set-up and delivery. It can be delivered in around one week at half the price of a bespoke option.

This illustration shows the types of attributes you could include



The design of Choice Express enables you to include up to 5 attributes and 4 levels with each one. These are fully customisable to meet your specific needs and to fit with your sector/category. For example, if you include price as an attribute then you can include 4 price levels such as £1.99, £2.29, £3.50, £3.99. Our research experts will provide full design support.

### Basic features:

- Fast turnaround survey platform
- Access to Toluna's global influencer panel of 26+million members in 70 markets.
- Entry level = general population reach on age, gender, region plus usage/purchase.
- Automated design will recommend respondent sample size but typically 500 to 1,000

At the end of the survey, you will receive an excel based tool that allows you to create different product/service combinations, and see how this changes consumer preference ratings.

Our advanced methodologists and experts will help you to interpret the output and what it means for your business.

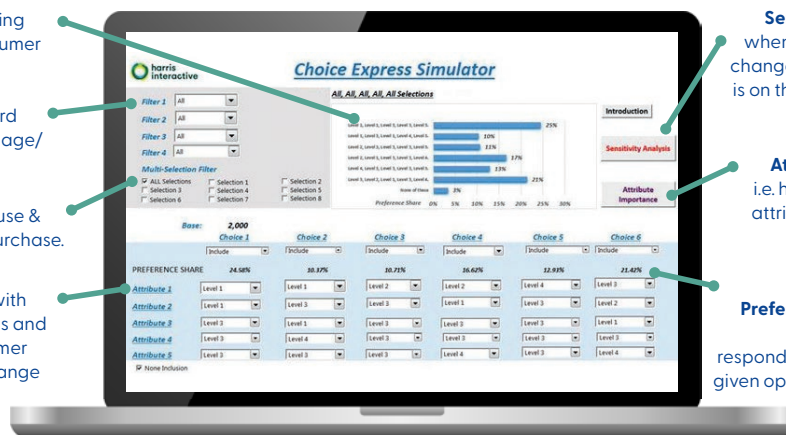
If you need something more complex, we can create a bespoke virtual shelf or other DCM/conjoint approach for you.

Bar chart showing change in consumer preference

Filter by standard demographics; age/gender/region

Filter by brand use & frequency of purchase.

Ability to play with different options and see how consumer preferences change



**Sensitivity analysis** i.e. when only one feature is changed what the impact is on the preference share

**Attribute importance** i.e. how important each attribute is in relation to the rest

A key indicator - **Preference shares** shows what proportion of respondents would prefer a given option or combination