

Example Concept Standard



Concept standards are essential. Standards make the results comparable across all concept tests

Each Concept Must Have:

Orgánico
All-Natural
Beauty Company

1 Introducing Orgánico's Facial Crema, The All-Natural Line of Facial Products

Tired of artificial formulas that fail to deliver on their promises? Orgánico's Facial Crema is a special, all-natural facial-care system that cleans and protects your skin from harmful pollutants, while maintaining your skin's healthy oils and moisture for soft, silky skin. Orgánico's Facial Crema System for women:

- Evens skin tone
- Minimizes pores
- Brightens dull skin
- Primes
- Protects with SPF 15
- Hydrates and nourishes
- Reduces redness and puffiness
- Promotes soft, silky skin

Orgánico's Facial Crema is made from all-organic and responsibly farmed ingredients, including, starfish extract, aloe vera, tea tree oil, goats' milk, almond oil, organic beeswax, and vanilla essential oil.

2 Size: 5oz

3 Illustration of Package

4 Package Size Reference

5 New Product Description and Benefits

6 Neutral Prose

6 Same Layout, Fonts, and Font Sizes

1 Headline

2 Brand Name

3 Illustration of Package

4 Package Size Reference

5 New Product Description and Benefits

6 Neutral Prose

7 Same Layout, Fonts, and Font Sizes

Branding: We recommend testing concepts branded; brand names suggest and imply things about the product itself.

Pricing: We recommend testing the concept unpriced first, and then testing it priced later in the questionnaire. The main advantage of testing the concept unpriced first, is that it permits a series of pricing expectation questions.