

New Product Innovation Research

A Fortune 500 consumer package goods manufacturer was interested in engaging key demographic groups to refine the development of an innovative new product. Examining consumer perceptions of this new product enabled the client to optimize and broaden their product offerings to suit consumer expectations and desires.



Tools Used:

Focus Groups

Product Sampling

Approach

W5 conducted a series of focus groups over the course of two months. Through a cycle of product sampling and discussion, W5 was able to work directly with the client's research and development staff to aid in refining the design of the product. As the product became closer to finalization, advertising, packaging, and other marketing elements were introduced into the conversation with consumers, allowing W5 and the client to consider this product in a holistic manner.

Results

As a result of this new product innovation process, the client was able to successfully launch one new product and initiate development of two related products. This process also allowed the client to better understand general consumer perceptions of their brand and refine their packaging, advertising and other marketing efforts to meet consumer expectations.