



THE OXFORD RESEARCH AGENCY
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FMCGe NEWS Article

**Better, Quicker & Cheaper: the
FDIN Conference for better
NPD**

Wednesday 18th February 2009

Better, Quicker & Cheaper: the FDIN Conference for better NPD

On March 25th, the Food & Drink Innovation Network will be hosting its conference on 'Better, Quicker & Cheaper NPD'. Attended by some of the biggest names in Food and Drink, it's a conference you cannot afford to miss.

Chris Sinclair, Managing Director of The Oxford Research Agency, will be presenting the company's new £970 Early Concept Screening tool.

The Food & Drink Innovation Network (FDIN) is a cross between a trade group and a best practice club. They run monthly seminars focusing on food and drink product development.

Their next seminar is called Better, Quicker & Cheaper NPD and is on Wednesday 25th March at Staverton Park Conference Centre, Daventry, Northamptonshire.

The seminar is £390 + VAT, and their chairman, Jeffrey Hyman says "Don't be fooled by the low price, ours are the best attended seminars in our industry and we have a satisfaction score of 80%." We are pleased to say that The Oxford Research Agency is taking part in the March seminar, where Chris Sinclair, Managing Director, will be presenting its latest web-based Early Concept Screening approach.

It provides:

- Identifying the best concepts with more detailed diagnostics
 - Assessment of the concept on the key measures that drives volume
 - Additional 5 measures from the client specific to the concept
 - Spontaneous Likes and Dislikes
 - Visual Verbatim Analysis
 - Concept & pack hot spots
 - Database comparisons to launched products
 - Brand Equity measures
 - Volumetric performance using our Concept Potential Measure, developed from our volumetric database
 - Source of Business: To see the full agenda for the Better, Quicker & Cheaper seminar click [here](http://www.fdin.org.uk/better-quicker-and-cheaper-npd-tora/) and to book, there's a form on the web page itself.
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