



THE OXFORD RESEARCH AGENCY  
SEEING FURTHER. THINKING DEEPER.

## **FMCGe News Article**

**Faster, Better and Cheaper - At  
£970, NPD Does Not Get Better  
Than This!**

**Wednesday 4<sup>th</sup> February 2009**

## **Faster, Better and Cheaper - At £970, NPD Does Not Get Better Than This!**

Testing new ideas is now faster and more cost effective than ever before. Our database containing thousands of already tested new ideas, and our validated volume predictor, allows us to test your concepts faster, better and cheaper than ever before.

The Oxford Research Agency is one of the leading suppliers of Simulated Test Markets, with validated volume and value forecasts conducted across the globe. Applying this knowledge, we have developed a new Early Concept Testing approach, which provides the outputs needed to identify winning ideas:-

- **Concept Hot Spots** – highlighting the key motivators both of pack and concept wording
- **Concept Volume Potential** – validating early volume forecast built from our main volumetric model
- **Benchmarking** – positioning against in-market successful product launches for improved success
- **Brand Equity** – understanding what the concept brings to an existing brand
- **5W's** – determining who, what, where, when and how the product will be purchased and used
- **Visual Response** – examining responses using new visual techniques for a more qualitative understanding of consumer behaviour

Last year, we tested hundreds of new ideas for launch in 2009. These products are already appearing on-shelf and making a big impact.

With over 60% of the products recommended for launch by The Oxford Research Agency remaining in market, can you afford to test your new ideas in any other way?

For more information, visit [www.tora.co.uk](http://www.tora.co.uk) or contact Chris Sinclair, Managing Director, on +44 (0)1865 72 82 72 or email [chris.sinclair@tora.co.uk](mailto:chris.sinclair@tora.co.uk)

The small print!

- 7 day turnaround of results from the start of fieldwork
- £970 per concept, minimum of 3 concepts tested per study
- Discounts provided for 10 or more concepts and for on-going research programmes
- N=150 per concept, Rep Primary Grocery Shoppers Sample
- Targeted samples down to 1% or lower penetrations available – please ask for more details
- Questionnaire is adaptable to your needs

- Maximum of 2 open-ended questions per concept – full verbatim responses supplied
- Concept Potential Volumes – validated model built from our volumetric forecasting model
- All data compared to our launched database and relevant category benchmarks
- Free, full presentation with every study