

Concept Test Example

ENGAGEMENT

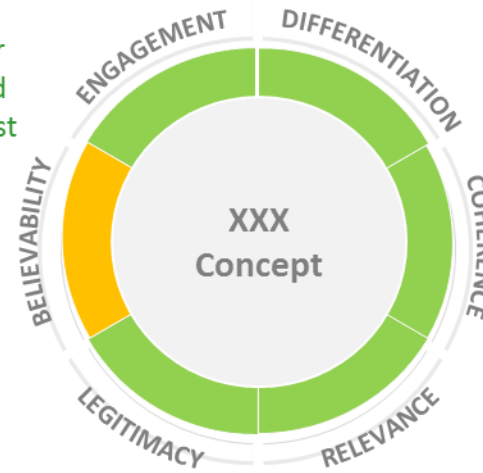
Overall consumers have high engagement after reading the concept, innovative three layer and Chocolate/Mocha flavor rise consumers interest to try the product.

BELIEVABILITY

Low believability, consumers still hold overly sweet and greasy impression on Sachima and worried about product being sickly sweet with chocolate coating

LEGITIMACY

Consumers perceive that chocolate Sachima still consistent with Sachima product line but a upgrade version which allows it to be consumed in different occasions. Thus it is still legitimate for HFC to own the product and even boost its brand image



DIFFERENTIATION

The whole ideal of having three layer is innovative, which gives rich and multi-layer mouth feeling, the latte art and small size help to create a premium feeling

COHERENCE

The concept fully deliver the information of chocolate Sachima and its suitable occasions

RELEVANCY

The scenario of office afternoon teatime with sharing among colleague resonate amongst consumers as consumers needs small bites for this occasions

HIGH

INTERMEDIATE

LOW

PI: HIGH