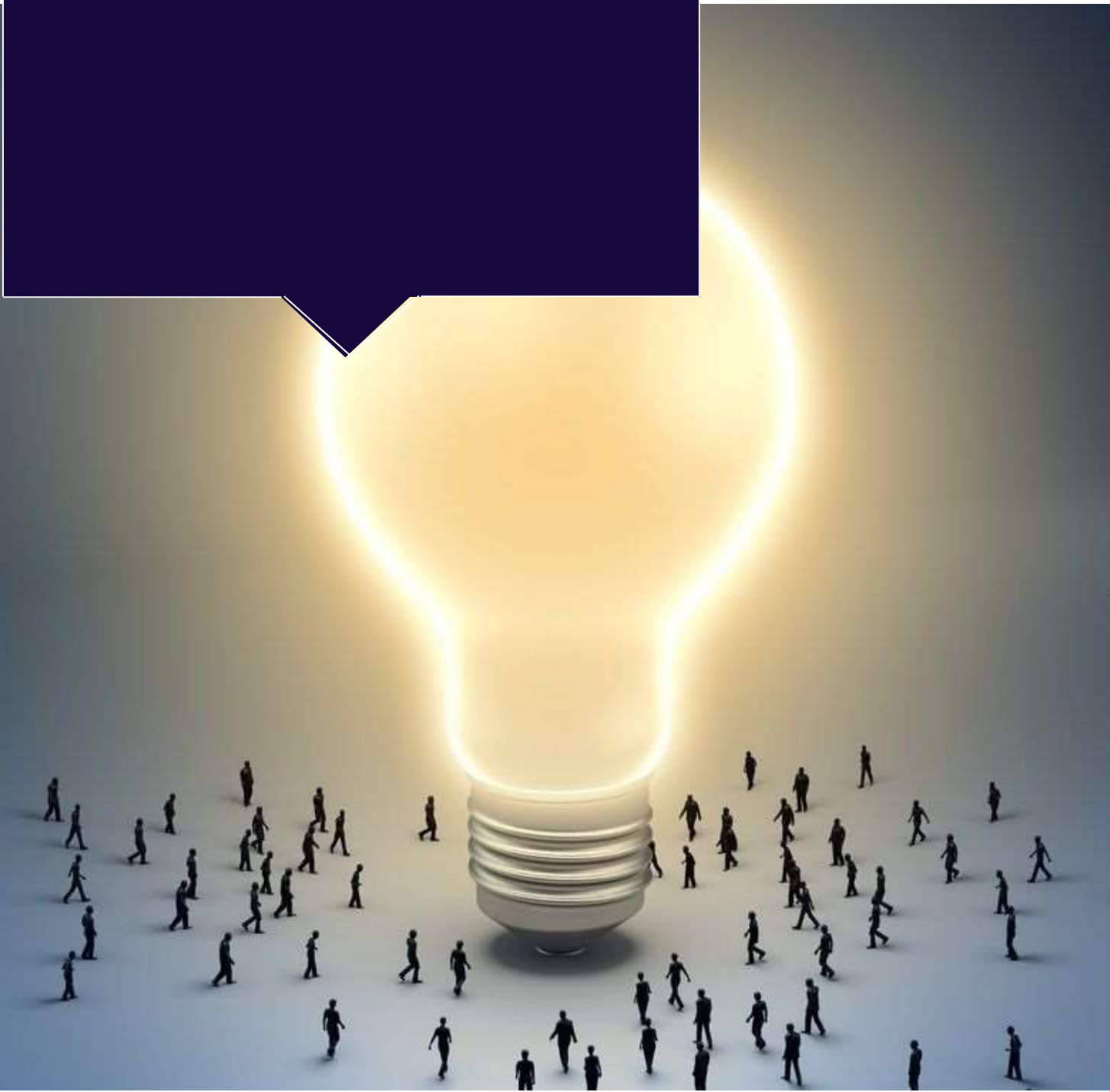


New Product Assessment

Will it sell here?



Will it sell here?



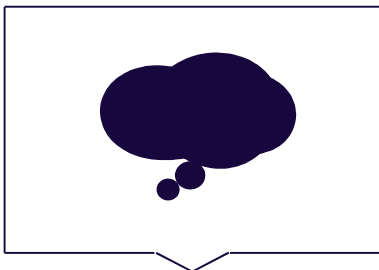
Purpose

Rather than going through the process of developing an entirely new product, you have a product (or well defined product concept) and want to assess its potential in the Australian market.

Traditionally quantitative NPD screeners have been used for this purpose, however they don't provide a full understanding of the reasons why there is, or isn't, an opportunity for this product.

The purpose of this methodology is to provide a fast and cost effective assessment of the opportunity. Developing the necessary understanding to evaluate, then optimise the launch, plus building a compelling retailer selling story.

Approach



Step 1
Market dynamics and opportunity exploration



Step 2
What are the implications at shelf



Step 3
What is the opportunity for the new product

The logo for 'Shopper-aha' features the word 'Shopper-' in a grey, sans-serif font, followed by 'aha' in a red, lowercase, sans-serif font. Above the 'a' in 'aha' is a small red sunburst icon with three rays.

Contact us for more information on our
New Product Assessment ,
or our other shopper tools

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