

# Evaluation and Optimization of Marketing Concepts (in days)



## The Client

A national fast-food chain

## The Problem

The client wanted to evaluate and optimize multiple conceptual positionings for their new breakfast items. In addition, they wanted to explore consumer reaction to multiple versions of in-store and drive-thru menu displays, as well as understand consumer reaction to a variety of in-store POS materials and direct mail pieces. Finally, they wanted to find an ideal name for particular products within the menu lineup that fit with the company's brand.

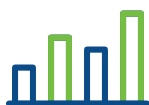


## Our Recommended Solution

A proprietary blended in-person quantitative methodology was deployed. This approach allowed the team to confidently understand the relative strengths and weaknesses of each positioning in real-time, providing the ability to optimize and re-test 'in the moment.'



## The Outcome



The client launched a new breakfast product line-up using the most appealing product platform identified in the research. The launch was accompanied by new menu display boards and new in-store signage and marketing collateral. Breakfast sales increased 13% in the year following introduction of the expanded breakfast offerings.