

Insights snapshot:
Optimization
of Offerings

Improving the impact of your brand



radius



Optimization creates **more interest and demand** by identifying:



New additions
to improve
your portfolio



Ways to keep your
products fresh
and relevant



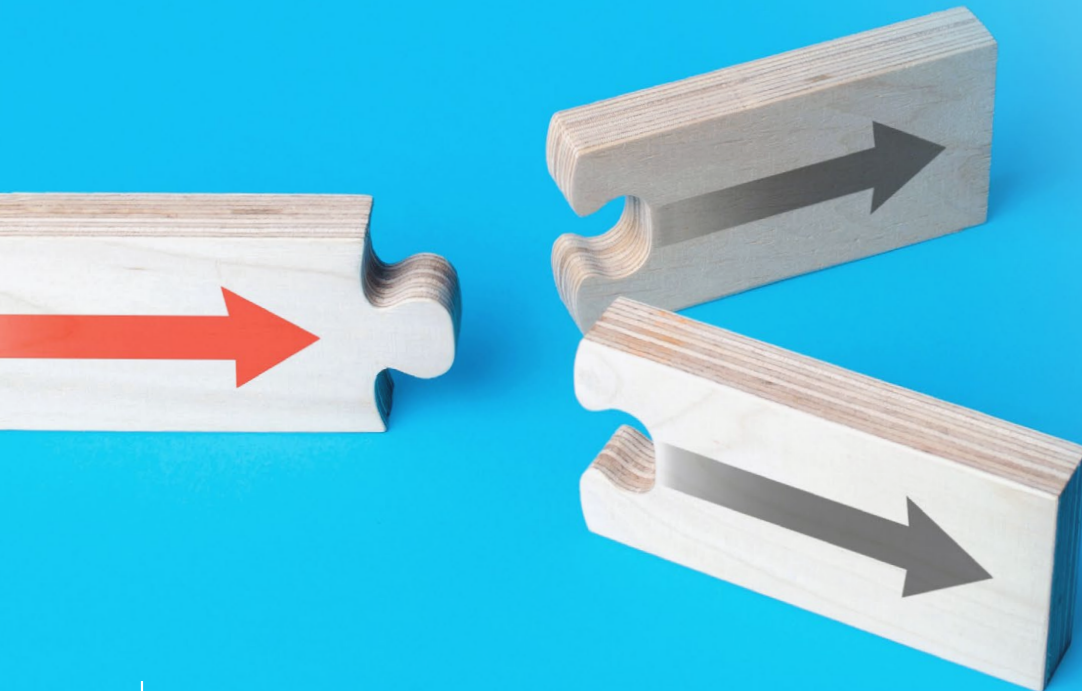
The features,
benefits, and
product elements
that impact
demand



How to manage
and maximize
demand



How optimization impacts your brand's growth journey:



Your team can focus on the right upgrades to drive demand.



You can determine whether an expansion to the line is worthwhile or whether it's best to streamline.



You can make optimal pricing decisions to maximize revenue.



Key insights that Optimization delivers:



How do we **optimize our product line** to maximize share or revenue?



How important is **brand versus price** (and other features) in the decision process? Which ones have the greatest impact on purchase?



What **options are most preferred** within a particular feature?



What product **factors** are consumers willing to **trade off**?



What is the **optimal communication strategy** that combines the overall message and proof points with the product?



Optimization succeeds when **insight needs align with research approach:**

Is it early stage where market needs still need to be defined?



QUALITATIVE to understand target customer needs and gain reaction to early stage concept tests

What are the key features or benefits that need more rigorous testing?



CONCEPT OPTIMIZATION or a **MAXDIFF** approach to focus on preferred features and benefits

How to finalize a feature set and get initial guidance on pricing?



CONCEPT OPTIMIZATION and a **MAXDIFF** approach plus a price model

Wanting to build a fully optimized product and determine pricing?



CHOICE-BASED CONJOINT with a Decision Support tool for exploring alternatives is necessary



Determine market needs

Qualitative immersive techniques determine:



Missing options that are important

EXAMPLE: A homebuilder may test 3, 4 or 5-bedroom floor plans. In an **ideation workshop**, respondents develop a flexspace that could be a fully finished bedroom or left open for additional family living or office space, thus giving home buyers more design choice.



Feature descriptions that are understood and compelling

EXAMPLE: A **Real-Time-Concept Optimization** focus group could refine how to describe that flex space. Words such as *versatile retreat*, *fluid living* or *adaptable space* may be compelling to growing families.



Options that are not resonating

EXAMPLE: A two-week **pop-up community** will gather home buyer feedback as they review floor plans and may reveal that fully closed-off bonus rooms and small storage spaces are no longer desired as home purchasers gravitate towards more open spaces.



Identify key features or benefits

Real Time Concept Optimizer (RTCO) moves
early stage ideas ahead quickly:



Gauge initial
understanding of
various product
concepts including
specific features



Gather reactions
to the concepts
and ensure that
they are understood
and compelling



Get feedback
on how to
improve or enhance
the ideas



Have stakeholders
actively participate in
gathering feedback
(co-creation groups);
a concept writer will
facilitate the inclusion
of all ideas



Finalize features and attributes

MaxDiff approach creates prioritization:



Respondents evaluate attributes against each other in terms of importance or benefit to them.



The result is a hierarchy of preferences that indicate which features are most important to each person, as well as the magnitude of importance relative to all other ones shown.



A TURF analysis on the data can assess maximum “reach” and understand which combination of features/services maximizes appeal.



Information is then used for product development and/or marketing the product or service to buyers.



Fully optimized product and pricing

Choice-based conjoint approaches:

Discrete Choice

Best if the number
of attributes/levels
is reasonable

Adaptive Choice-Based Conjoint (ACBC)

Best if a large number of
attributes/levels (10+)
and scenarios can vary widely

Allocations

Best where different consumer
types exist and you
need to capture variety
or niche products

Menu-based

Best when buyers can
choose multiple items at
a time and/or bundles

Our Optimization experience:

P&G



COMCAST
NBCUNIVERSAL

THE BOSTON
BEER COMPANY



StubHub



THE CLOROX COMPANY

CHASE

COX
COMMUNICATIONS



Microsoft



servicenow

ADP

MARS

BIO-RAD



Optimization of Offerings is one aspect of our Brand Growth Navigator — the model our clients rely on to point them in the right direction in segmentation, targeting, customer experience, and more. Learn more:



[Watch video](#)



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Insights snapshot: Optimization of Offerings

Our 60+ years of brand-building expertise has been honed through our partnerships with Fortune 500 leaders as well as challenger, disruptor, and emerging brands.

These brands come to us for our business growth mindset that starts with one unwavering goal: **Putting your customer at the center of all strategic business and marketing decisions.**

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Guiding your brand on its growth journey.