

Harris Interactive Launches Concept Express™

Contributed by Harris Interactive
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Harris Interactive UK, a leading market research agency, has today announced the launch of Concept Express, a rapid concept testing service.

Concept Express enables businesses to make faster decisions on product and service concepts prior to launch for less budget and without compromising on quality.

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Users of the new service will be able to test up to eight concepts at a time, across a general population audience, receiving results in less than 24 hours; or amongst a targeted audience within several days. Users benefit from a comprehensive suite of deliverables, all of which are populated in real-time as fieldwork progresses.

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“We’ve developed Concept Express in response to a continuing demand from clients for quality research that delivers real-time insights”, explained Harris Interactive’s Head of Research, Susan Vidler. “Our blended approach of best-in-class methodology, with the use of Toluna’s automated platform and dashboard, means our clients can now make smart, impactful decisions faster and more cost effectively.”

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Concept Express will help Harris Interactive’s clients to:

- Test audience perceptions of different concepts
- Assess the optimum concepts for maximising sales and growth for new products or existing products
- Develop the elements and features of the most promising concept(s)
- Evaluate the perceived audience size for each concept
- Justify further investment in product development
- Identify the key attitudes, motivations, or barriers towards the product(s)
- Optimise product launch communications

As part of its standard service, Harris Interactive will help clients design questions and concepts from the outset, and launch the survey to a specific target audience. The wider service will also include category benchmarking, sector interpretation, and bespoke analysis and reporting.

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Commenting on the development of the new platform, Debbie Senior, VP Global Products and Automation at Harris Interactive, commented: “We’re delighted to offer this enhanced service to all our current and future Product Development clients. The Harris team has successfully combined Toluna’s innovative technology platform, robust research methodology, and industry expertise to create a simple to access, managed service, which delivers super-quick and affordable concept testing solutions.”

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Concept Express is the latest product in a new range of digital and automated solutions, following on from the successful launch of Harris 24 earlier in the year.