Rapid Concept Research

Find out which ideas will work and which won't.

ZENMANGO™
Marketing . Brand Strategy . Research

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What is it

Quit guessing which communication ideas will work for your audience and which won't. ZenMango's Rapid Concept Research takes the guess work out by providing you quantitative and qualitative data to make an educated decision on what ideas will be most effective.

Rapid Concept Research is a unique, cost effective research method which can be used to test potential ads in any format or stage of development, determine the marketability of a new product, or asses an audience's reaction to a new direction for a company.

How does it work

(1) Any number of concepts are developed to represent each communication idea to be tested.
(2) Desired target audience and intended main message are defined.
(3) ZenMango co-designs the research methods and questions with your brand.
(4) Qualified respondents are identified and take ZenMango's proprietary online survey.
(5) Your brand gets near real time feedback highlighting opportunities and recommendations.
(6) Result: Your brand chooses the right concepts to maximize the desired audience reaction.

An Idea + Consumer Feedback = Greater Success

BETTER IDEA, BETTER PRODUCT & GREATER SUCCESS

Why do you need it

■ Instead of spending money to develop your creative, then learning whether or not it worked, you start with an idea that has the highest chance of succeeding. This proactive approach eliminates the phrase "I told you so."

■ You save time and money by hitting the right concept the first time and only developing concepts which maximize your intended message to your intended audience.

■ Third party concept research and analysis is crucial for objectively developing only the most effective concepts.

■ ZenMango's experienced marketing gurus add insights to the research design and response analysis that no other marketing research can match.