Example Concept Standard

Concept standards are essential. Standards make the results comparable across all concept tests.

1 Introducing Elation Facial Crema, All-Natural Facial Care

5 Tired of artificial formulas that fail to deliver on their promises? Elation's Facial Crema is an all-natural facial-care system that cleans and protects your skin from harmful pollutants.

Elation Facial Crema System:

- Evens skin tone
- SPF 30
- Minimizes pores
- Hydrates and nourishes
- Brightens dull skin
- Promotes soft skin

6 Elation's Facial Crema is made from all-organic and responsibly farmed ingredients, including, starfish extract, aloe vera, tea tree oil, almond oil, organic beeswax.

2 ELATION OUR COSMETIC BRAND

3

4 Size: 8oz

Each Concept Must Have:

1 Headline

2 Brand Name

3 Illustration of Package

4 Package Size Reference

5 New Product Description and Benefits

6 Neutral Prose

7 Same Layout, Fonts, and Font Sizes

Branding: We recommend testing concepts branded; brand names suggest and imply things about the product itself.

Pricing: We recommend testing the concept unpriced first, and then testing it priced later in the questionnaire. The main advantage of testing the concept unpriced first, is that it permits a series of pricing expectation questions.