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Workshop: Concept Development

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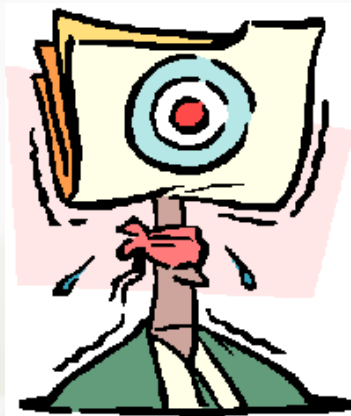
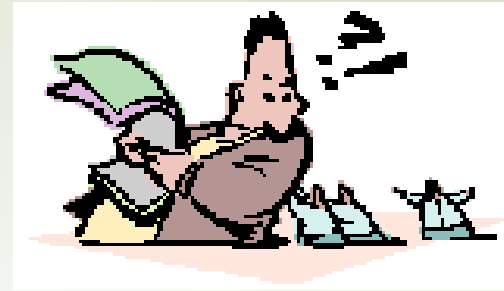


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This Project has been funded with support from the European Commission. This Publication reflects the views only of the author, and the commission cannot be held responsible for any use which may be made of the information contained therein

Objectives

- Practice Concept Development (CD): the steps that lead to strong concept: Case Studies



Concept Development

What:

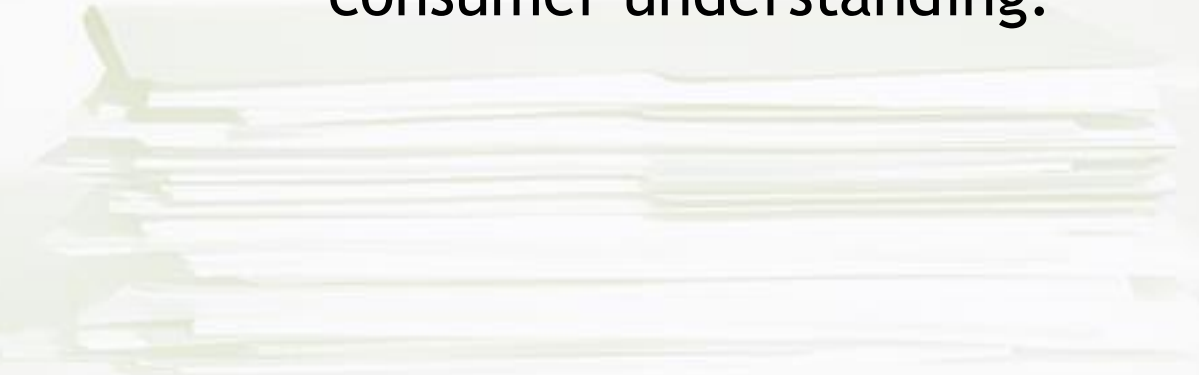


- A concept is a description of the consumer need the product will satisfy: A Promise
- It tells the reasons why the product will satisfy those needs
- It involves a description of any other elements that will effect the perception of the product

Concept Development

What:

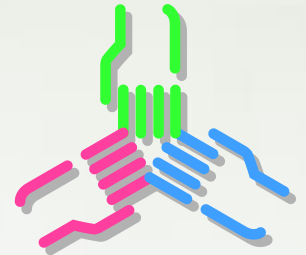
- Such elements might be the product form, the physical attributes, package graphics, brand name, sizing, and pricing
- Strong concepts are based on good consumer understanding.



Concept Development

- Concept development and evaluation can help prioritize opportunities that have been defined.
- It can find out how important the need really is to the consumer and how many people would be interested in a product that delivered on the concept promise
- Strong concepts create positive in-use bias: When a person thinks consumers will like something before they actually experience it, it increases the chances of them actually liking it when they do experiment it

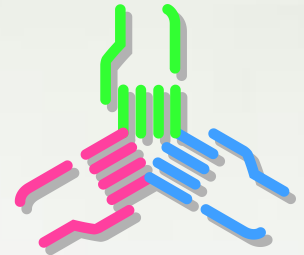
Why:



Concept Development

- It lays the groundwork for the long-term identity of the item. The most successful entries usually have a clear-cut identity focused against and important consumer need
- Strong concepts make people go out and try the product; weak concepts are ignored regardless of the marketing support fielded
- Concepts also form the foundation of the advertising message to the consumer.
- Advertising strategy and copy can be developed from winning concepts

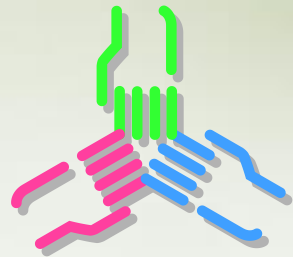
Why:



Concept Development

What Makes A Good Concept:

- Good concepts answer the question, “What’s in it for the consumer and why?”
- They focus on the benefits of the product and are written in plain, simple consumer terms.
- Good concepts answer fundamental questions like, “What’s this product have that other items in the same category don’t have? What makes it unique? What’s in it for the consumer? How does it make the consumer’s life better?”
- Well constructed concepts answer these types of questions clearly and distinctively

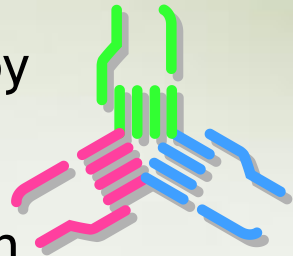


Concept Development

What Makes A Good Concept:

In general, top scoring concepts contain one or more following characteristics:

- They offer entirely new benefits not offered by existing products
- They offer a new secondary benefit in addition to the key products
- They make competitive claims versus competition
- They eliminate an important negative in existing products in the category

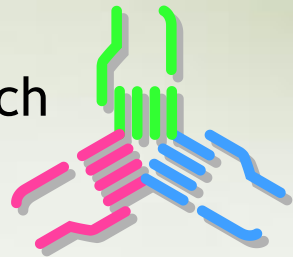


Concept Development

What Makes A Good Concept:

In general, top scoring concepts contain one or more

- They use the names of established brands which have high household penetration
- They offer a higher quality product than is currently available in the market
- They tap into current/emerging trends in society
- They offer a price advantage versus currently available alternatives.

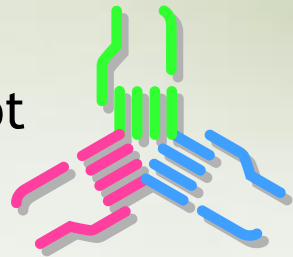


Concept Development

What Makes A Good Concept:

Low scoring concepts tend to be the opposite of high scoring concept:

- They tend to be “me-too” products that do not offer new superior or meaningfully distinctive benefits
- They rarely use competitive performance claims
- They may be unique without offering meaningful or superior benefits versus competitive products

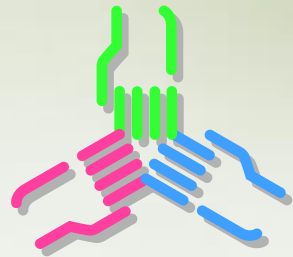


Concept Development

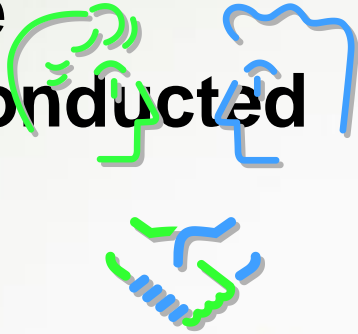
What Makes A Good Concept:

Low scoring concepts tend to be the opposite of high scoring concept:

- They tend to use the names of brands with low household penetration
- Sometimes they are just poorly written



**When
Should
CD
be
Conducted**



Concept Development

CD is most Productively done:

- 1) before product development work begins to help identify high potential products
- 2) while product development work is underway to help refine work in progress
- 3) It can also be helpful after product development work is complete to help define the most advantageous way to position an existing product

Concept Development

How to get started:

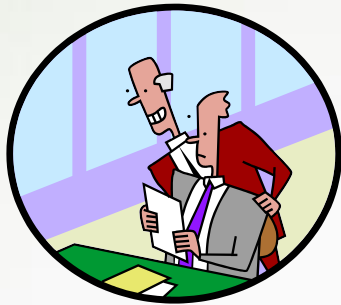
- Contact a Concept Development expert in your area or attend a training seminar.



- The Current Best Approach to Concept Development involves four steps:

Concept Development

How to get started:



1. **Plan**: Form a team, develop specific concept objectives and get Management's agreement to your plan.
2. **Build Consumer Understandings**: Review existing learning, talk with consumers, and share learning with the team and Management, resulting in an in-depth understanding of consumers.

Concept Development

How to get started:



3. **Create/Build Concepts**: Using the consumer understanding, create single-minded, distinct concepts. Share there with the team and Management.
4. **Evaluate Concepts**: Develop test objectives and success criteria, use appropriate methodology to run the test, analyze the results, and develop an action plan.