

# PREDICTIVE MARKET CONCEPT SCREENER

A tool to predict and rank the potential for a product or service to succeed

## WHY THIS STUDY IS IMPORTANT

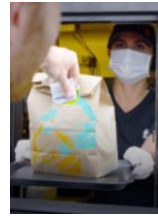
**Most products fail.** This is the reality of the marketing world, yet most product concept research is based on rational, System 2 insights that comprise very little of the consumer's actual decision-making. We employ a System 1 approach to product concept research, tapping into the subconscious, instinctual mindset most consumers use to make decisions.

## OUR APPROACH

Modern psychology research has shown that we are better at predicting the behavior of others than that of ourselves, so we leverage the power of peer prediction in our study. Similar to investing stock in the stock market, we ask consumers to invest a pot of "money" in the concepts they believe will have the most success. This allows us to accurately gauge the potential for a concept.

*How much positive 'buzz' and excitement do you think this idea will make on social media and in the news?*

## WHERE IT'S WORKED BEFORE



### YUM COVID STUDY

Yum! asked Collider Lab to prioritize COVID safety tactics by gauging interest with consumers. We tested concept ideas like contactless pick-up, safety guarantees, etc. and identified the most relevant and desired safety measures.

### KFC CHICKEN & WAFFLES

We tested over 100 product concepts in the study where Chicken & Waffles stood out as one with the highest potential. In the final earnings report of 2018, KFC reported Chicken & Waffles was the highest performing product in same-store sales growth for the year.



## WHAT IT COULD DO FOR YOUR BRAND

The Predictive Markets study can help identify concepts with the greatest potential for your brand.

1. It can show why these concepts could work well, which can help inform your marketing plan.
2. With diagnostic questions that pressure-test the idea through the lens of buzz, relevance, brand fit, and more, the study can show the different roles a concept can play (e.g. buzz-building vs. business-generation).

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TO SET UP AN INTRODUCTORY CALL

# COLLIDER LAB