

Check-Point

 The Opportunity Audit™

 Spark Sessions

 **Check-Point**

 Launch Pad

Determine the relative merits of each idea on its own and relative to other ideas.

You have a list of great ideas from the Spark Session you think will make a splash with the active aging consumer, but you're not sure which one(s) is the best and the size of the opportunity. **Check-Point** will validate, prioritize and quantify the relative merits of each idea.

What Question will it answer?

To develop a business case, you need to validate any consumer offering you may take to market. **Check-Point** will confirm which idea(s) to focus on and the "size of the prize" it can deliver.

What is included?

Check-Point is highly customized quantitative consumer research that will analyze the merits of each tested concept against active aging consumers, both on its own and relative to other concepts tested. Methodology will be concept specific and could include research against:

- Product and/or service offerings
- Naming
- Packaging
- Pricing
- Promotional Offers
- Marketing Messages

What do I receive (the output)?

From **Check-Point** we will deliver a comprehensive report and analysis of the research conducted, along with a recommendation of the greatest area(s) of opportunity and high level financials used to evaluate the various concepts tested.

Get in touch:

Contact us to learn how we can help you unlock your potential with consumers 55+



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