

CONCEPTS ABOUT CONCEPTS

Discussion - HAIR Team

Shiv - 14 June 2001

The Challenge

- Turning Insights Into Concepts.
- The issue is about Uniqueness and Feasibility.
- The starting Point is IDEAS

Simple Concept Guidelines

Concept

Parallel

Headlines

Why should you hear me ?



Product Benefits / Promise

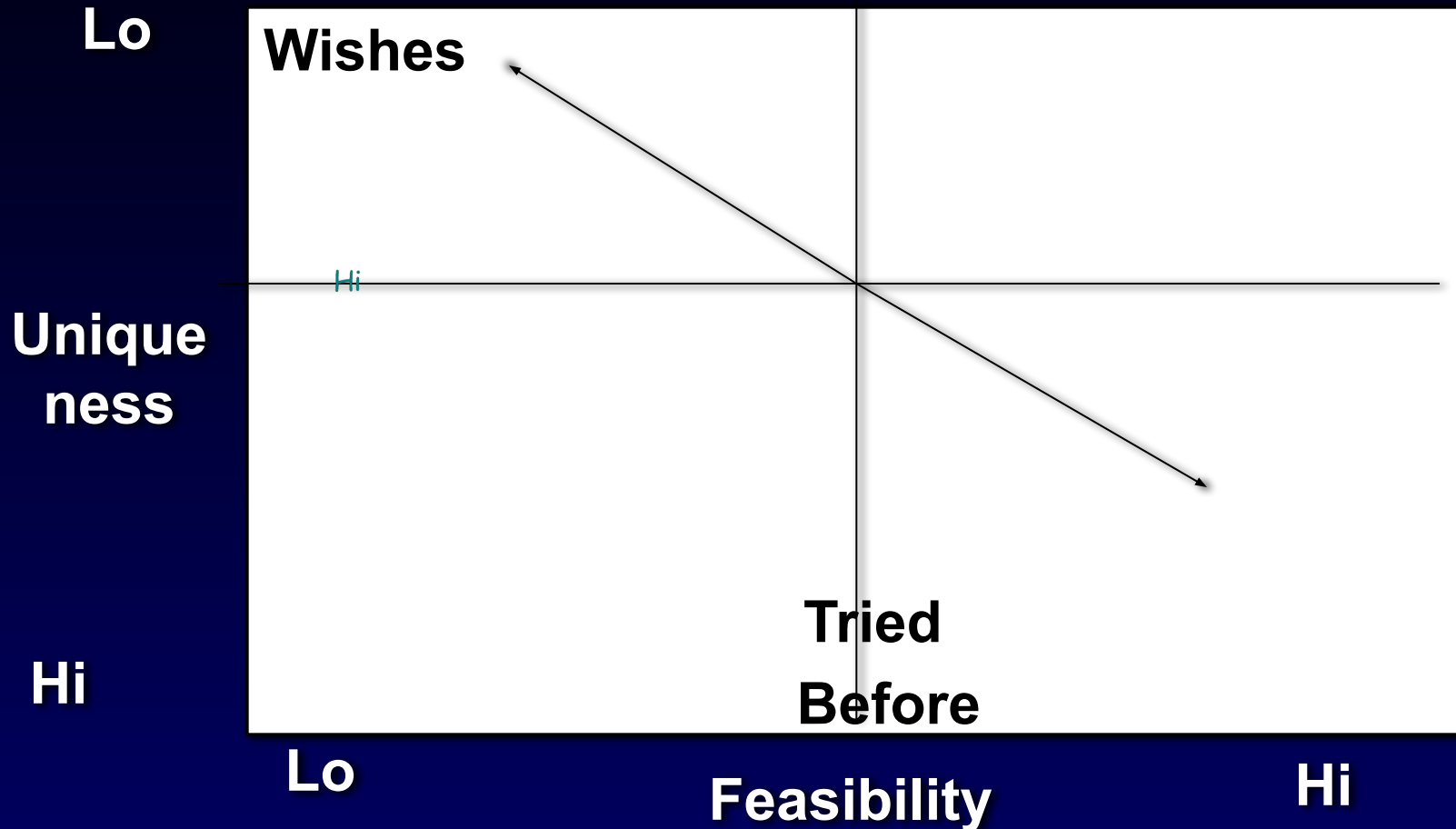
Why should you listen to me ?



Info on Unique Features

Why should you be convinced ?

The Challenge with Concepts



Concept Checklist

1. The BESTCEP Approach

B : Benefit is Meaningful

E : Eliminates a Negative

S : Superior Product

T : Trend is on Fire

C : Competitive Advantage

E : Established Brand Name

P : Price/Value - Price Quality Advantage

Concept Checklist

2. Pictures

If the Graphics are part of it, look at PICTURE

what emotion does it convey ?

What Images come to mind

Develop scenario on basis of graphics

(Big for Prestige)

Approaches to Writing Concepts

Standard Ones :

- H & A
- BPT Results
- Study Competitive Products

Non Standard Approach :

- Go Shopping with consumers
- Interview when product is being used
- Use leading Edge Consumers
- Challenge Consumer Beliefs & Attitudes (D-D; TC-SS)
- Fears, Concerns, Feelings

Concept Checklist

Working with Consumers

1. Present concept to consumers.
2. Get consumers to underline each word they consider to be interesting or important.
3. Low underlining is weak. High is desirable. You will know what are the interesting parts

Relationships in Concept MR

- * Strong Relationship between
 - Purchase Intent and Liking
 - Purchase Intent and Reco to Friends

- * Moderate Relationship between
 - Purchase Intent and Value (Better for Foods)

- * Average Relationship between
 - Purchase Intent and Uniqueness

Concept Goldmine

1. Heritage of Brand
2. Working Action - Process
3. Proof - Ingredients
4. Payoff - Rational - Emotional
5. Sensory Experience
6. Packaging

Concept writing is about SACRIFICE

Remember the Bridge betn Tried Before and Dreamlist