

"Skopos RFH works really well for our market testing. By moving online we capture information and insights, all set in reality, in real-time. User research from home works!"

- Global Hair & Beauty Firm -



by Skopos

The world has gone digital. The world can now work from home. Market research including product testing and tastings have done the same. Let us introduce Skopos RFH+.



## Research from Home, Plus... (RFH+)

The powerful combination of online qualitative & digital communities. Taking the traditional hall/central location/mall & user tests in-home.

RFH+ = The Karisity Shop™ Hybrid Qual + Spasys™ Digital Communities + Now with more optional add-ons...

Somatys™

Facial/ Emotion Coding

A4i™

Apps for insight – Build/ Test Digital Apps

Synthys™

Large scale synthesised programs

HotSpots™

Heat-mapping for digital and visual media

See our **Service Pack** for more information

= Next level in-home testing

With a large panel of consumer product testers across all major global markets we can provide consumers from any of the key demographics including location, age, ethnicity, origin, education, income and more.

In addition to placing products in-home, our unique & interactive research platform enables any combination of images, video & digital renderings enabling the most **engaging & rewarding feedback**.

## The Process



## Stimulus: Concepts, Ads, Products & also VR/360°

VR/360° allows you to experience & explore a new concept as if you were actually there in-person.

Using our high-end 360° cameras we can shoot spherical images in a single shot, producing an immersive, self-navigational video within minutes.

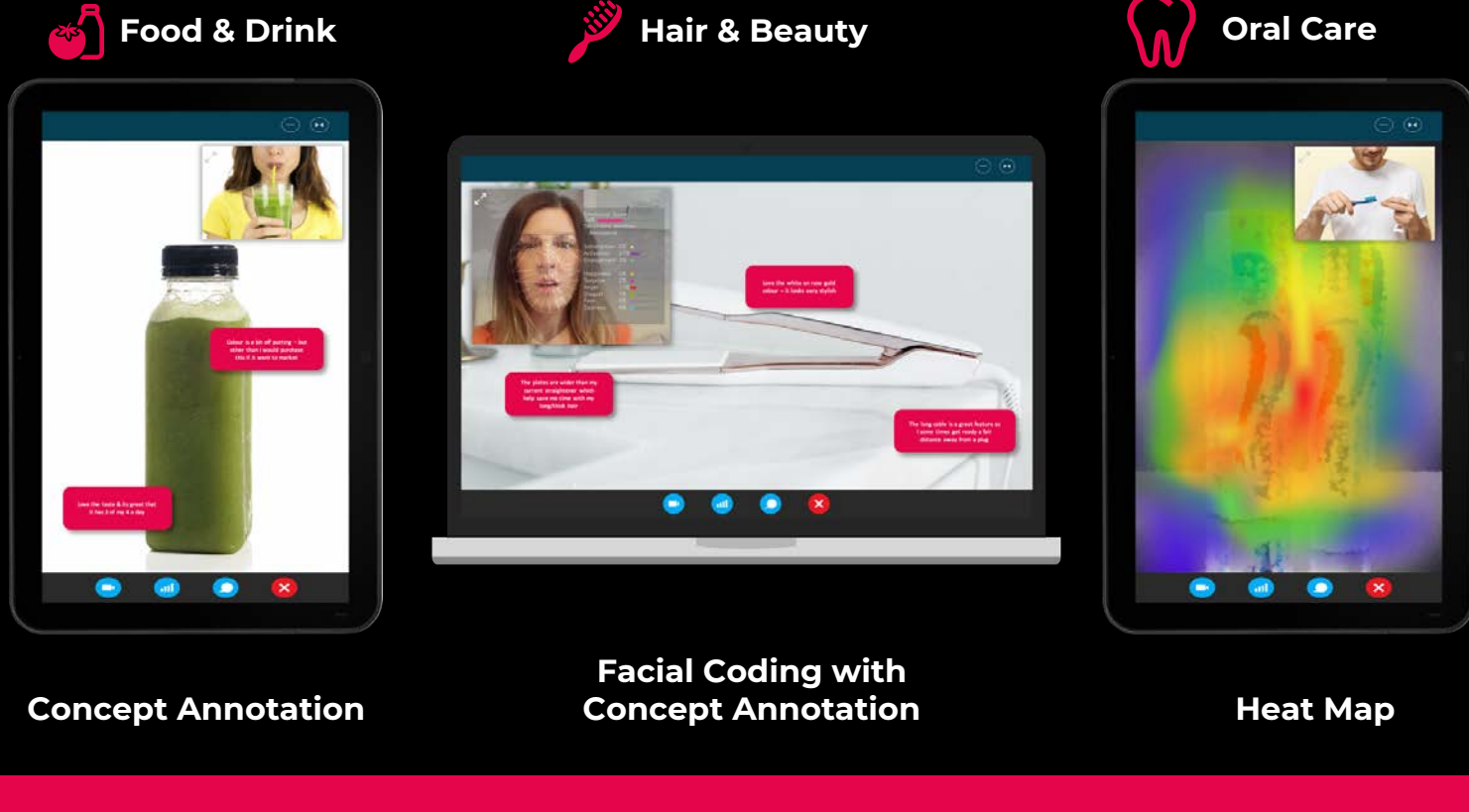


## Controlled, Cost Effective, C-19 Safe



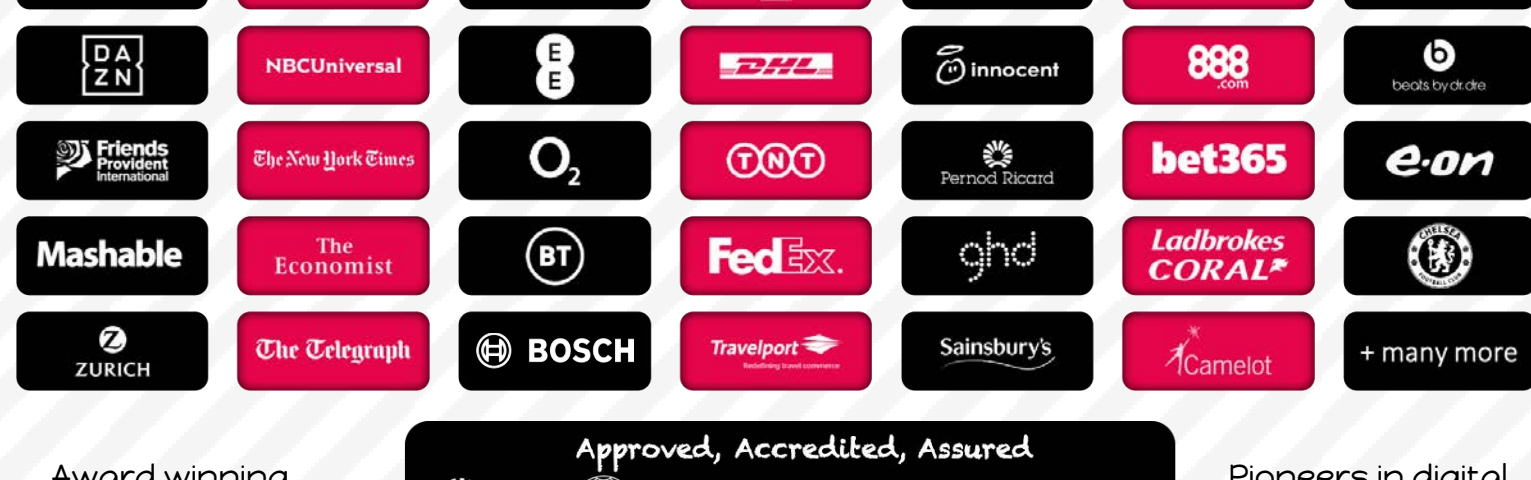
## 'Test & Taste' Success Stories

	Food & Drink	Hair & Beauty	Oral Care
Why?	To establish the extent to which our clients brand could stretch outside of its core smoothie territory - opening up product development (and growth) opportunities.	Phase 1 – our client wanted to evaluate a new product concept – cordless straightener within a user context.  Phase 2 – once the concept was validated our client worked up a branded version to test with consumers and to assess acceptable price points.	Our client wished to undertake an unbranded taste test of six toothpaste variants (identical in all respects but that of flavour) during the Covid-19 lockdown period. Key to the requirement was the need to understand the emotional response to the flavours and the associations testers had with each paste.
How?	A number of different products were placed in-home & qualitative in-depth video interviews were conducted - across a range of customer segments - to more fully understand core brand characteristics and associations, as well as map out the strongest areas of potential expansion.	Phase 1 & Phase 2 both utilised an in-home testing mechanic. Phase 1 a competitor, on-the-market, product was placed, Phase 2 we placed our client's branded product.  A 3 day online community was set up for each phase to glean an un-bias opinion on the usability/quality/pricing of the concept and our client's branded version.	Skopos designed an online 'pop-up' panel test which saw panel members evaluating one toothpaste a day (of which we had sent to them) in a sequential monadic test. A balanced design order of testing per respondent was used to eliminate order effect. Respondents were asked to generate psycho drawings, undertake sentence completion, personification and brand association exercises in an engaging and enjoyable week-long test period.
What now?	The outputs from this strategic study, helped to direct product innovation, which led to a wider range of products and also led to the entry of our client into other food sectors e.g. veg pots, yoghurts and fruit juice, all with various niche audiences.	From Phase 1 our client was able to understand consumer needs from the cordless product which allowed them to work on a prototype  Phase 2 – helped them to evaluate ideal functionality and barriers to usage from a practical viewpoint but also to understand optimum price points acceptable for such a product.	The research generated a raft of information regarding preferences, perceptions and, associations allowing our client's flavour scientists and marketing teams alike to optimise the formulation and positioning potential of the pastes for commercial appeal and success.



Concept Annotation      Facial Coding with Concept Annotation      Heat Map

## Portfolio of Professionalism



Award winning insight consultancy      Approved, Accredited, Assured      ISO 9001:2015      QUIRK'S      MSA      ESOMAR      Pioneers in digital MR innovation

## International Influence:

- The Skopos Group has operations and offices around the world
- Allied to long, established, relationships in all major global markets
- Our international reach ensures we can draw upon local market knowledge, understanding and relevance for all of the international research programmes we conduct

"It's great we can carry on testing our products in such disruptive times"

- Major CPG Firm -