

ARE YOU tired of spending a lot of money just to wait weeks for results from cumbersome concept testing methodologies?

Quest believes that timing matters when testing and launching new products. In most cases, our agility allows us to field, analyze, and report concept data within seven to ten days of receiving the final concept.



*idea***VUE**

Introducing *idea*VUE:

our quantitative concept evaluation tool that combines traditional key metric measurements with deep optimization metrics to help you make confident, fact-based resourcing decisions faster than ever.

WHAT YOU GET

- Concept scores on key measures such as appeal, purchase intent, and more
- Volumetrics related to your key assumptions on:
 - Target size
 - Distribution
 - Awareness
- Online access to unlimited data filters and crosstabs
- Optimization Mapping: detailed consumer feedback on your concept, including reactions to specific words and phrases

ACTIONABILITY

- Make resource decisions more quickly and reliably
- Optimize your product offering prior to launch