

Case study: Brand-Specific Conjoint

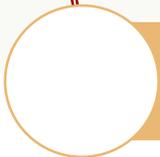


Brand-Specific Conjoint

Brand-Specific Conjoint is a discrete choice method for markets where potential product characteristics vary across brands or SKUs (it is commonly the case in FMCG, telco, home appliances, and tech). Technically known as choice-based alternative-specific/labelled conjoint design, it is used for:



Feature selection for new or re-vamped products



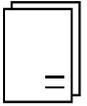
Testing branding, packaging and advertising claims



Pricing your product, taking into account competitors' offerings and pricing

Disguised case study:

Brand-Specific Conjoint for a pulp and paper brand



Business problem

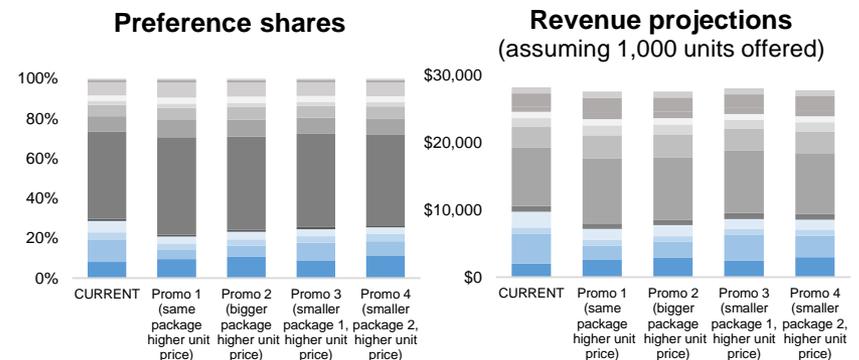
- Paper Co is a major pulp and paper company in Germany. It is planning to reset prices from a price promotion. Given the competitive market, Paper Co would like to test the consequent share and revenue before resetting pricings for its SKUs
- As part of strategy review, the Insights Team identifies the need to check: What is the price set for its SKUs returning from current promotional price set to maximum its preference share or revenue?

Research approach

- Paper Co performed Brand-Specific Conjoint test using Conjoint.ly platform and tested three/ four prices for each of its four SKUs
- Data collection of 500 respondents was completed in 5 days given the relative scope of the target audience
- Findings were immediately available upon completion of the project

Outputs and outcomes

- Brand-Specific Conjoint confirmed the preference shares and revenue projections for different scenarios with different sets of price points for its SKUs
- The study provided agile and actionable insights to help Paper Co decide to choose the price set (Promo 3) with smaller package and higher unit price



Conjoint.ly Investment

\$2,670
Total cost

5 days
Time to insight

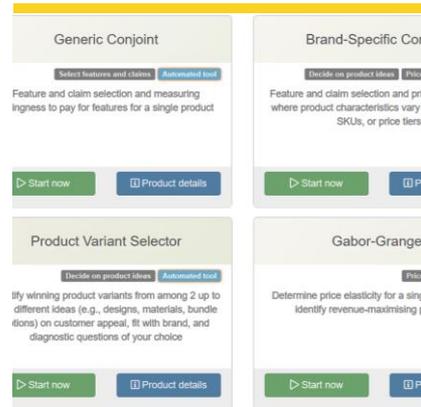
Why Conjoint.ly



Trusted by insight departments of global brands

Conjoint.ly automated tools (Conjoint analysis, Claims Test, etc.) have been used by multiple projects from multiple countries.

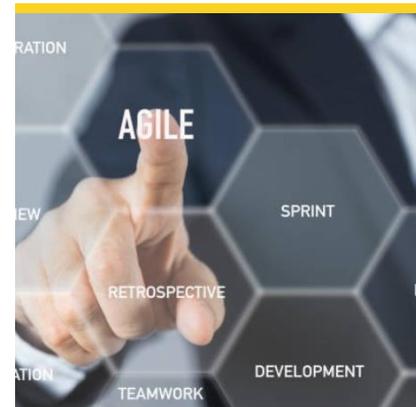
We are cooperatively working together with several insights department of global brands



Specialisation in pricing and product research

We are focused on product and pricing research (i.e. we do not offer ad testing, shopper, other types of studies)

We support 10+ pricing projects every week (most of which are automated)



Agile service from automated platform to custom projects

We provide state-of-the-art quality analytics for different types of service

From fully automated experiments on our platform to fully once-off custom projects of any complexity



Deep involvement support all through the process

Conjoint.ly provide reliable support all through the service

Quality support involves methodology explanation, interface guidance, result interpretation etc.

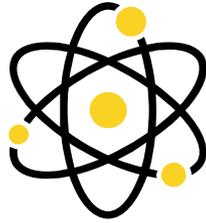
We also know data collection and can provide quality assured panel

How Conjoint.ly works: We offer product and pricing research done faster, better, at a lower cost



Tools for specific research methods

Conjoint.ly offers **manager-friendly tools for specific research methods** that are trusted by leading companies around the world



Agency-quality results using marketing science

Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**

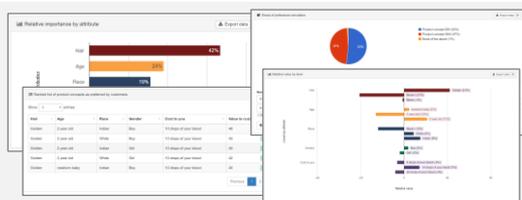


We enjoy providing support to our users

Importantly, **we enjoy providing support to our users** to ensure your studies meet your research and business needs

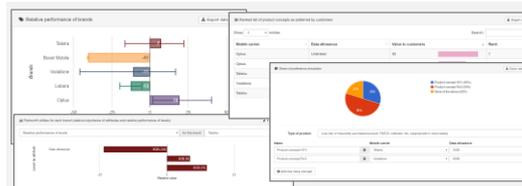
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



- Importance of features, attributes, willingness to pay, simulations, etc.

Brand-Specific Conjoint



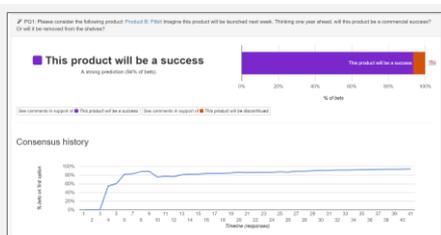
- Preference for brands and features, simulations, etc.

Claims Test



- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



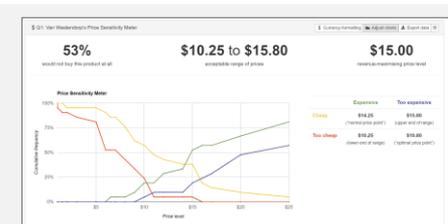
- Predictions, consensus history, rationales

Gabor-Granger



- Price elasticity curves, optimal prices

Van Westendorp



- Acceptable price ranges

All outputs come online and in Excel, segmentable by respondent attributes

How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion

“Working with Conjoint.ly was a **truly agile experience**. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to **make several critical product decisions** for the business.

Shopper Insights Lead, Mondelēz International
Melbourne, Australia

Automated solutions

 **Manager-friendly tools** and intuitive online reports

 **Automated DIY research** process (design, sampling and analysis)

 **Costs:** Licence + sample (or BYO respondents)

 **Timeframe:** 5 hours to 2 weeks

 **Expert support** readily available

Custom projects

 **Decision-ready reports**

 **Research process fully managed** by us

 **Costs:** Labour + sample (or BYO respondents)

 **Timeframe:** 5 days to 3 weeks

 **Expert support** readily available

How Conjoint.ly works:

Timeline of a project



? How it works

Based on **your research** question

Insert stimuli into online interface (packaging, pricing, claims, features)

Buy from us or **bring your** customers and leads

Automated sampling (monitored by Conjoint.ly team)

Automated analytics and outputs

🕒 Timeframe

In your **own time**

5 hrs to 2 weeks

1 min to 1 hour

👤 Optional support from Conjoint.ly team (whenever you need us)

Discuss your research needs

Review your studies before launch

Custom targeting and sample

Interpreting results and extra stats analysis

Panel sampling with Conjoint.ly:

Three ways Conjoint.ly can help source respondents

Targeted respondents



Pre-defined panels



Custom targeting and sampling



? How it works

Choose country, age, gender, **profiling questions**

Choose a **pre-defined audience**
(e.g., mothers of babies <12 m.o. in UK)

Ping us for **your sample** request
(support@conjoint.ly)

🕒 Timeframe

5 hours +

1 day +

2 days +

💰 Cost

From \$3 per complete
(quoted online)

From \$4 per complete
(quoted online)

Custom quote

🎯 Level of targeting

Broadly targeted

Narrowly targeted

Ultra-targeted

How Conjoint.ly works: We will employ state-of-the-art statistical methods

We use the most appropriate state-of-the-art techniques by default, not as an extra service



- Efficient and optimal experimental design, confirmed through **multiple runs of simulation tests to validate sufficiency** of design and optimise sample size
- **Non-trivial randomisation** in presentation of options to the respondents to remove confounding effects
- **Hierarchical Bayesian estimation** of individual-level preferences for accurate prediction of market shares

We lead the way in ensuring response quality in choice studies



- As developers of a survey platform, we care deeply for **respondent experience and mobile-readiness**
- We are ruthless and fearless advocates for response quality and we **only use quality responses in our analysis**, which has material implications for analytical outcomes

How Conjoint.ly works: Our team has supported hundreds of projects since 2016

Our Team



Nik Samoylov
Founder

Former Consultant at Bain & Company, University Medal in Marketing from the Australian National University



Jason Widjaja
Market Researcher

First Class Honours in Marketing from Monash University



Yutian Shen
Market Researcher

PhD in Marketing from the University of New South Wales Business School



Mitchell Vanderham
Project Manager

Bachelor of Business and Commerce, Marketing, from Western Sydney University



Denis Smagin
Developer



Anna Burunova
QA Engineer



Sergey Pavlenko
Developer



Hugh Zhao
Market Researcher

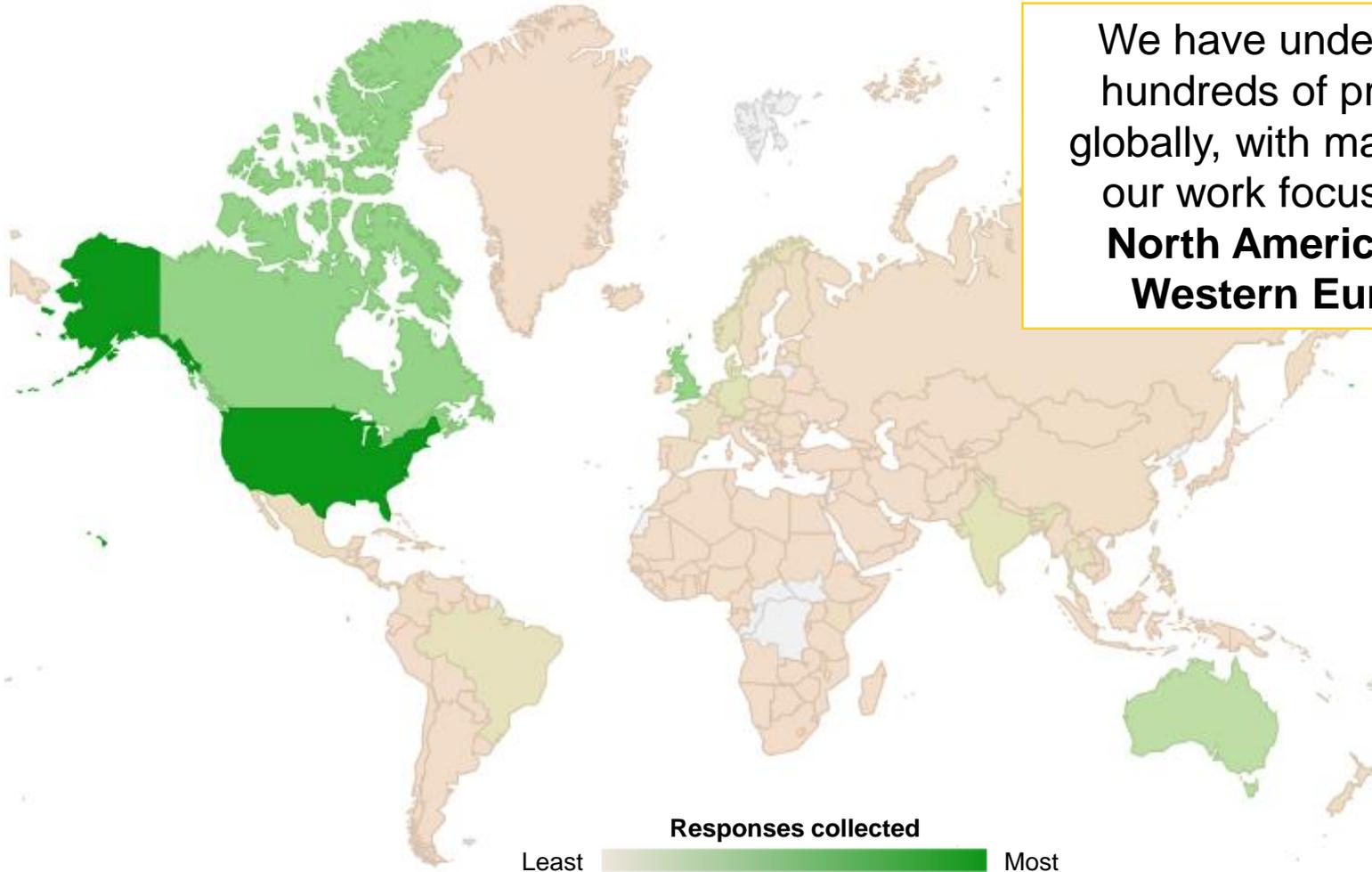


Sergey Sesylkin
Developer

Our Story

- Conjoint.ly started in 2016 with the mission to bring discrete choice experimentation within reach of corporate researchers
- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment
- Conjoint.ly has a strong roadmap for 2020 with a number of product and pricing methods in development

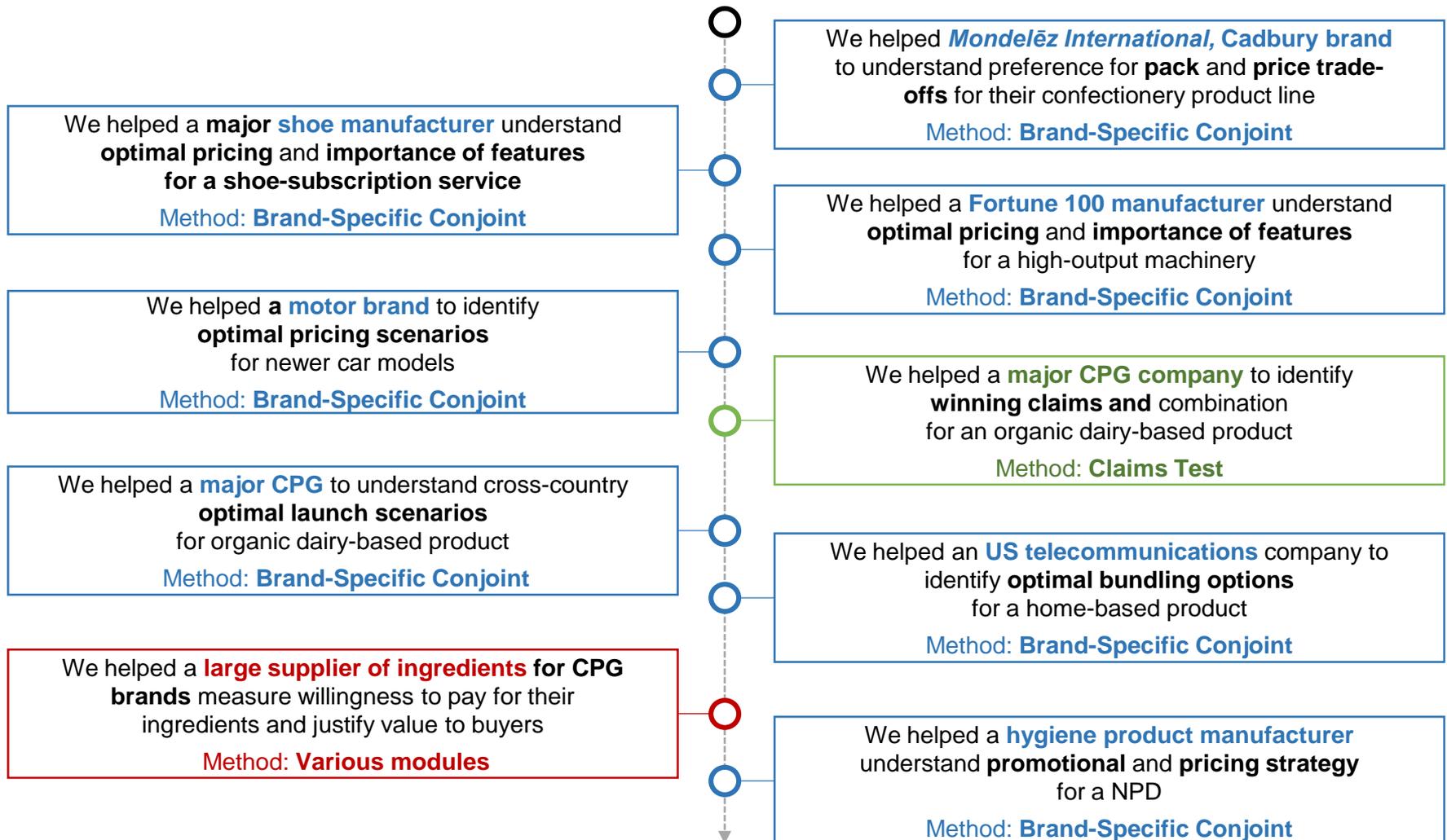
Geography of previous engagements



We have undertaken hundreds of projects globally, with majority of our work focused on **North America** and **Western Europe**

Our experience:

Some of our notable custom projects



Next steps



Explore example outputs

- Log onto [Conjoint.ly](https://www.conjoint.ly) to explore example interactive outputs



Schedule a call with us

- Schedule a call with us for a demo or to discuss an upcoming project:
www.conjoint.ly/consultation



Ask us some questions

- Any questions? Happy to answer on support@conjoint.ly

