

ThinkTank: providing rapid consumer feedback on product ideation

The issue

A global tobacco manufacturer needed to obtain rapid consumer feedback on concepts and new product ideas to help them identify and invest in the most exciting and relevant opportunity areas, and ultimately expand their current market.

Our approach

We ran a ThinkTank study over a 3-month period, providing our client with the opportunity to interact directly with a carefully selected group of 30 smart, savvy and future-orientated smokers.

Each week, a new product prototype would be delivered to the participants who tested it before sharing their impressions via our online community platform. We also used a range of stimulus response exercises and personification games to stimulate their senses, gain a detailed understanding of their smoking rituals and behaviours, as well as their product experience.



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The insight

We delivered 12 task reports to our client, one for each product test conducted.

By tapping into the creativity of our product development panel, we were able to deliver precise insights on each prototype, including:

- Product experience
- Moments and moods
- Product evaluation
- Flavour description
- Brand personification

The impact

In addition to capturing the real life contexts of our client's brand, this ThinkTank project provided wonderfully imaginative vignettes that sparked new ideas and opened up the innovation process in our client's business.

Example of output describing a product experience:

