Concept preference test



We compare three concepts in one remote test with a client-supplied panel of ten buyers.

Who it helps

Product, marketing and strategy leads

The problem to solve

Teams deciding between concepts can mistake internal preference for the way the intended buyers interpret an offer.

Working through the brief

1. **Agree comparable concepts**

   Gather the agreed inputs. Your concept, research objective and a client-supplied participant group or dataset.

2. **Run the remote preference test**

   Track “Concept tested” and “Preference evidence” together so the reviewer can connect the source information to the result.

3. **Summarise reasons and limitations**

   Use the structured comparison to see what the supplied panel preferred, and where a larger test would be needed.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

Rotate the order in which concepts are presented and record the reason each participant gives for their choice.

Read the service scope / RES-019

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