



Challenge & Solution

Comparative Research Enables Product Optimization Before Full-Scale Launch

The bladder control pad category is highly competitive, and a new entrant must show superior performance on several indicators. When management of a well-known brand wanted to extend their current line of absorbent pads, they came to us for insight on how the new entrant (with new design features) ranked against competitors as well as other pads in the line. We designed a multi-part study to understand comparative satisfaction with the new pad and its impact on brand share. Our recommendations focused on features of the new product that would benefit from product optimization.

Pre-Launch Product Optimization

This case shows the importance of exploring components of overall satisfaction and purchase intent ratings. The overall numbers were moderately positive for the new product, indicating a liking for its new design and benefits. However, our deeper probing revealed that, while the new product was satisfactory on a variety of measures, it failed all aspects of one key measure, absorbency. Because individuals with bladder control problems experience bladder leakage in different ways, we asked several questions about absorbency. In each case, the negative responses on this key indicator were enough to override product liking in other areas along with purchase intent.

The new pad was tested against samples from three segments derived from our database: Users of other products in the client's line (recruited from a mail offer and confirmed by telephone), users of these products who were engaged in our automatic product delivery program (these users were told their current product was temporarily unavailable), and users of a leading competitor's product. Users of the competitor's product sampled both the client's current offerings and the new offering, creating a control for comparison. In each study, the current product was found superior on the key indicator of absorbency, which negatively effected purchase intent.

Our recommendation was to increase the absorbency of the tested product, specifically, by making it thicker and longer – and visibly improved to the consumer. Our client decided to implement the recommendation early on and experienced a successful launch plus growth of its brand share.

SeniorTalk's pre-launch research revealed an issue of dissatisfaction and an opportunity to optimize the product. The client implemented the change for a successful launch and expansion of its share.