

**How do developers and marketers accelerate the typical development cycle to gain time and cost efficiencies?**

**Y**ou want consumer research that delivers actionable information and you want it fast. You want to identify necessary adjustments quickly and get to market without delay. You need to be certain that your marketing message is credible, relative to, and supportive of your food product.

Typically, when companies engage research to consumer test prototypes, they host a series of qualitative studies and receive feedback, then head back home to reformulate then restage additional rounds of verification research. They also typically develop their product and marketing platforms separately in a non-integrated fashion.

**QIDO™ is Breaking Paradigms to Leverage Huge Time and Cost Efficiencies**

The iterative development and optimization process provides for changes to concepts in between qualitative groups at the test site, so that the latter groups in the series are experiencing the refined concepts that have undergone iterations of consumer led revisions. Time and cost efficiencies are gained with the elimination of multiple rounds of research and the associated costs of staging additional product, team travel, etc. The QIDO process accomplishes in a matter of a few days what traditionally takes months. Another key strategic benefit is that food, communications, positioning and marketing are refined and developed concurrently as an integrated branded product.

QIDO, the best, shortest and straightest line between ideation, quantitative, and field test.

**The Challenge**

- How to take a product from concept to test-ready prototype faster
- How to know exactly what to adjust
- How to work through refinements without having to go home, then re-stage additional rounds of consumer research
- How to result in more concepts clearing the hurdle in CLT or Field Tests

**The Solution - QIDO™**

- Product innovation and creative optimization guided by customer insights, perceptions and senses
- Hybrid approach using qualitative and quantitative techniques and processes. Written exercises neutralize individual and group bias
- Combination of concept, appearance and sensory testing to determine consumers' level of acceptance or requirements for change
- The QIDO™ process accomplishes in a few days what typically takes months

