Case study:
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.

Preference shares

Revenue projections (assuming 1,000 units offered)

Conjoint.ly Investment

$2,670 Total cost
5 days Time to insight

Note: This example is disguised to protect confidentiality of the client. However it gives a realistic picture of a typical project with us.
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

<table>
<thead>
<tr>
<th>Generic Conjoint</th>
<th>Brand-Specific Conjoint</th>
<th>Claims Test</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Generic Conjoint" /></td>
<td><img src="image2" alt="Brand-Specific Conjoint" /></td>
<td><img src="image3" alt="Claims Test" /></td>
</tr>
<tr>
<td>• Importance of features, attributes, willingness to pay, simulations, etc.</td>
<td>• Preference for brands and features, simulations, etc.</td>
<td>• Preference and diagnostics, Passport of a claim, TURF analysis, etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Predictive Product Test</th>
<th>Gabor-Granger</th>
<th>Van Westendorp</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Predictive Product Test" /></td>
<td><img src="image5" alt="Gabor-Granger" /></td>
<td><img src="image6" alt="Van Westendorp" /></td>
</tr>
<tr>
<td>• Predictions, consensus history, rationales</td>
<td>• Price elasticity curves, optimal prices</td>
<td>• Acceptable price ranges</td>
</tr>
</tbody>
</table>

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, Mondelez 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

1. Choose a tool
2. Set up your study
3. Choose sample
4. Collect data
5. Automated analytics

How it works

<table>
<thead>
<tr>
<th>Step</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Choose a tool</td>
</tr>
<tr>
<td>2</td>
<td>Set up your study</td>
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<td>3</td>
<td>Choose sample</td>
</tr>
<tr>
<td>4</td>
<td>Collect data</td>
</tr>
<tr>
<td>5</td>
<td>Automated analytics</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Targeted respondents</th>
<th>Pre-defined panels</th>
<th>Custom targeting and sampling</th>
</tr>
</thead>
<tbody>
<tr>
<td>How it works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choose country, age, gender, <strong>profiling questions</strong></td>
<td>Choose a <strong>pre-defined audience</strong> (e.g., mothers of babies &lt;12 m.o. in UK)</td>
<td>Ping us for your sample request (<a href="mailto:support@conjoint.ly">support@conjoint.ly</a>)</td>
</tr>
<tr>
<td>Timeframe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 hours +</td>
<td>1 day +</td>
<td>2 days +</td>
</tr>
<tr>
<td>Cost</td>
<td></td>
<td></td>
</tr>
<tr>
<td>From $3 per complete (quoted online)</td>
<td>From $4 per complete (quoted online)</td>
<td>Custom quote</td>
</tr>
<tr>
<td>Level of targeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadly targeted</td>
<td>Narrowly targeted</td>
<td>Ultra-targeted</td>
</tr>
</tbody>
</table>
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 Sesyolkin**
  - 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
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

- We helped a **major shoe manufacturer** understand **optimal pricing** and **importance of features** for a shoe-subscription service
  - Method: **Brand-Specific Conjoint**

- We helped a **motor brand** to identify **optimal pricing scenarios** for newer car models
  - Method: **Brand-Specific Conjoint**

- We helped a **major CPG** to understand cross-country **optimal launch scenarios** for organic dairy-based product
  - Method: **Brand-Specific Conjoint**

- We helped a **large supplier of ingredients for CPG brands** measure willingness to pay for their ingredients and justify value to buyers
  - Method: **Various modules**

- We helped **Mondelēz International, Cadbury brand** to understand preference for **pack and price trade-offs** for their confectionery product line
  - Method: **Brand-Specific Conjoint**

- We helped a **Fortune 100 manufacturer** understand **optimal pricing** and **importance of features** for a high-output machinery
  - Method: **Brand-Specific Conjoint**

- We helped a **major CPG company** to identify **winning claims and combination** for an organic dairy-based product
  - Method: **Claims Test**

- We helped an **US telecommunications company** to identify **optimal bundling options** for a home-based product
  - Method: **Brand-Specific Conjoint**

- We helped a **hygiene product manufacturer** understand **promotional and pricing strategy** for a NPD
  - Method: **Brand-Specific Conjoint**

Note: Prepared on 5 November 2018
Next steps

Explore example outputs

Log onto Conjoint.ly to explore example interactive outputs

Schedule a call with us

Receive a demo or discuss an upcoming project:
www.conjoint.ly/consultation

Ask us some questions

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