

**Case study:**  
Brand-Price Trade-Off  
(BPTO)



# Brand-Price Trade-Off (BPTO)

**BPTO** is a specialised tool that helps answer pricing questions for consumer goods in a competitive context, such as:

- How will revenue, profitability, and market volume perform after launching a **new product** at a specific price point?
- How will revenue, profitability, and market volume perform after **re-pricing an existing product**?
- Where will the NPD **source volume** from (cannibalise your other products or take share from competition)?
- What is the **effect of awareness and advertising on the adoption of new concepts**?

# Disguised case study: BPTO for new soft drink flavours



## Business problem

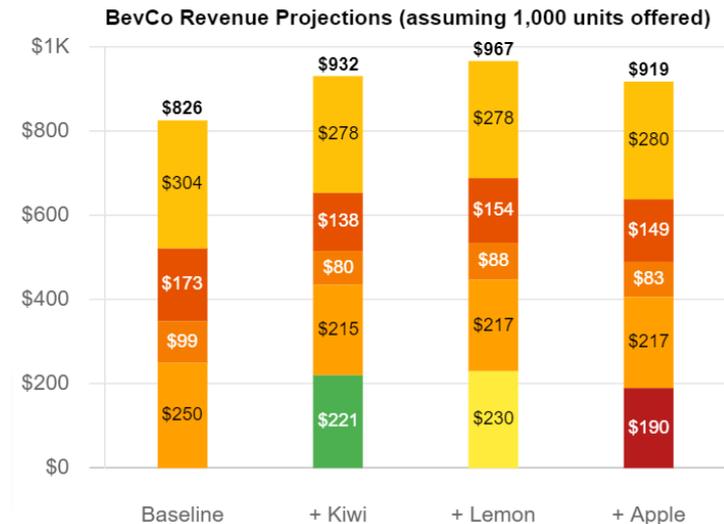
- BevCo is a **beverage manufacturer** producing fruit flavoured soft drinks. BevCo's production want to release a **new flavour** to increase their market share. Given the large investment required to launch a new flavour, BevCo would like to know which of three potential flavours has the **greatest market potential**.
- Looking for quality and agile results, BevCo approached Conjoint.ly for a **BPTO** project.

## Research approach

- BevCo performed BPTO using the Conjoint.ly platform and tested **13 SKUs**, including BevCo's **current SKUs**, current **competitor SKUs**, and their proposed **NPD SKUs**.
- Data collection of the **200 responses** was completed in 8 hours given the relative scope of the target audience.
- Findings were immediately available upon completion of the project.
- At the request of BevCo, the Conjoint.ly team reviewed the study before launch.

## Outputs and outcomes

- BPTO found that **Lemon** is the NPD with the highest revenue potential and preference share before and after its accept was shown.
- The study provided agile and actionable insights to help BevCo decide which flavours were most preferred by their consumers.
- BevCo proceeded to launch Conjoint.ly Lemon following further product development and testing.



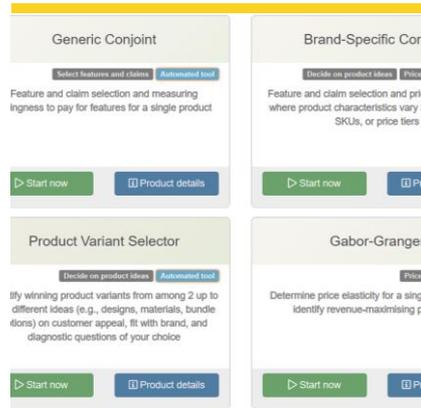
# Why Conjoint.ly



## 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.

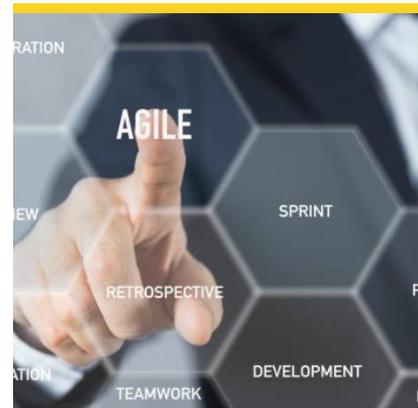
We are cooperatively working together with several insights department of global brands



## 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

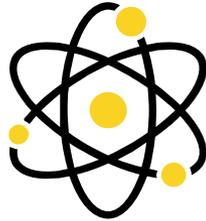
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## Tools for specific research methods

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[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

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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**



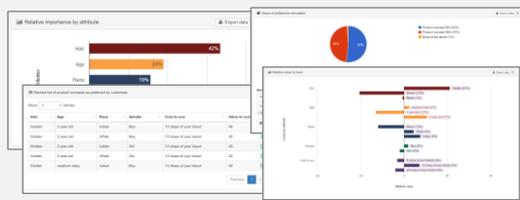
## We enjoy providing support to our users

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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](https://conjoint.ly) to explore example interactive reports

## Generic Conjoint



- Importance of features, attributes, willingness to pay, simulations, etc.

## Brand-Specific Conjoint



- Preference for brands and features, simulations, etc.

## Claims Test



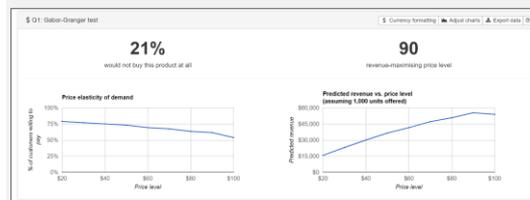
- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

## Predictive Product Test



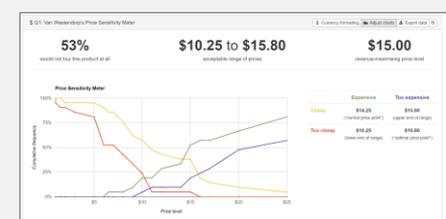
- Predictions, consensus history, rationales

## Gabor-Granger



- Price elasticity curves, optimal prices

## Van Westendorp



- Acceptable price ranges

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, Mondelēz 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



### ? How it works

Based on **your research** question

**Insert stimuli** into online interface (packaging, pricing, claims, features)

**Buy from us** or **bring your** customers and leads

**Automated sampling** (monitored by Conjoint.ly team)

**Automated analytics** and outputs

### 🕒 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

Targeted respondents



Pre-defined panels



Custom targeting and sampling



### ? How it works

Choose country, age, gender, **profiling questions**

Choose a **pre-defined audience**  
(e.g., mothers of babies <12 m.o. in UK)

Ping us for **your sample** request  
([support@conjoint.ly](mailto:support@conjoint.ly))

### 🕒 Timeframe

5 hours +

1 day +

2 days +

### 💰 Cost

From \$3 per complete  
(quoted online)

From \$4 per complete  
(quoted online)

Custom quote

### 🎯 Level of targeting

Broadly targeted

Narrowly targeted

Ultra-targeted

# 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



**Jason Widjaja**  
Market Researcher



**Yutian Shen**  
Market Researcher



**Hugh Zhao**  
Market Researcher



**Kirill Zaitsev**  
Market Researcher



**Harrigan Davenport**  
Market Researcher



**Edward Teh**  
Researcher Assistant



**Joslyn Choy**  
Researcher Assistant



**Denis Smagin**  
Head Developer



**Anna Burunova**  
QA Engineer



**Sergey Pavlenko**  
Developer



**Sergey Sesyolkin**  
Developer



**Igor Pavlichenko**  
Developer



**Alexey Nikitin**  
Developer



**Viktor Dergach**  
Developer



**Maksim Kutishchev**  
Front end Developer



**Nicole Teh**  
Director of Strategic Partnerships



**Catherine Chipeta**  
Content Creator



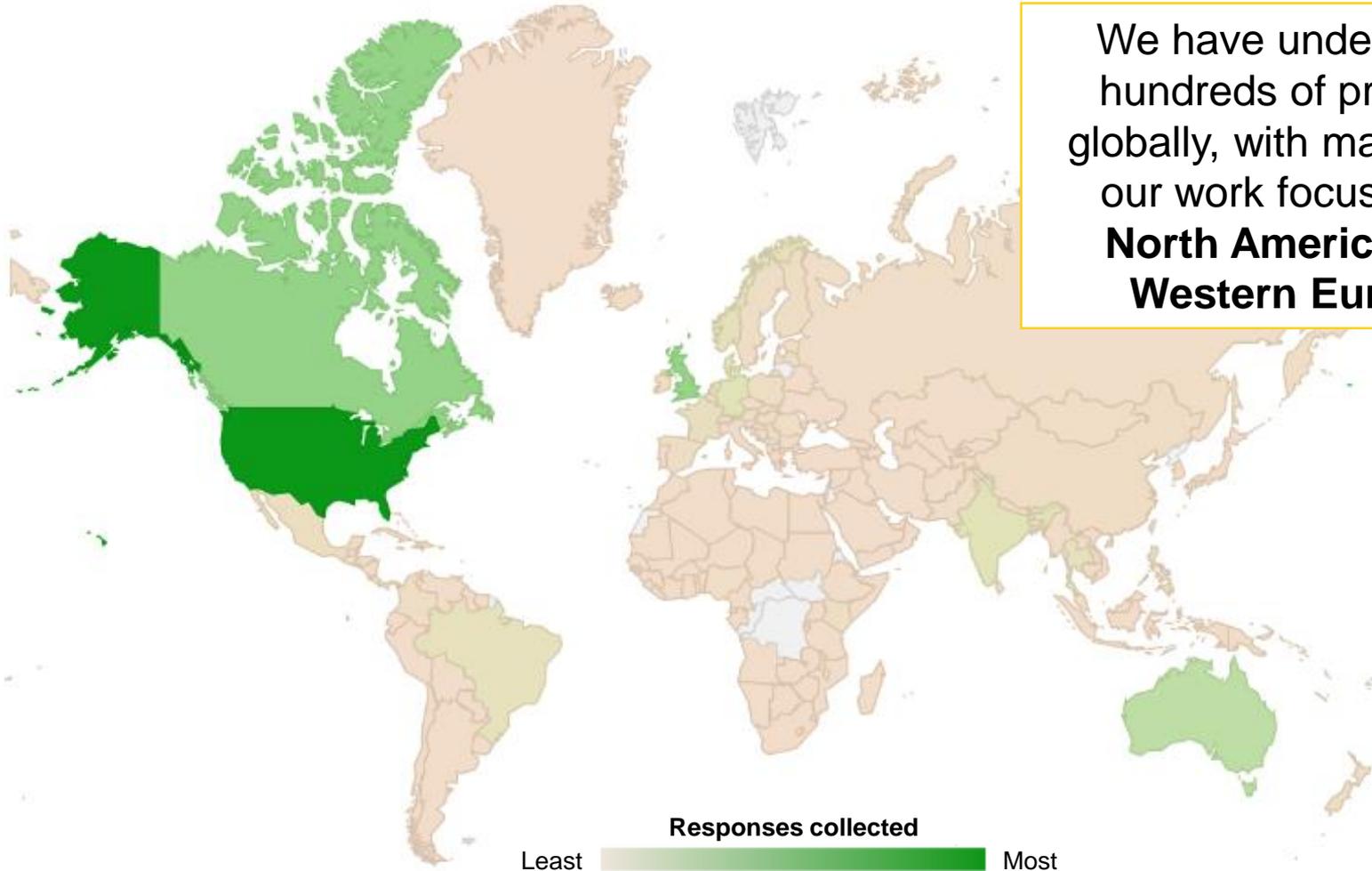
**Aleksey Kornilov**  
Marketing Manager



**Mitchell Vanderham**  
Project Manager

- 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

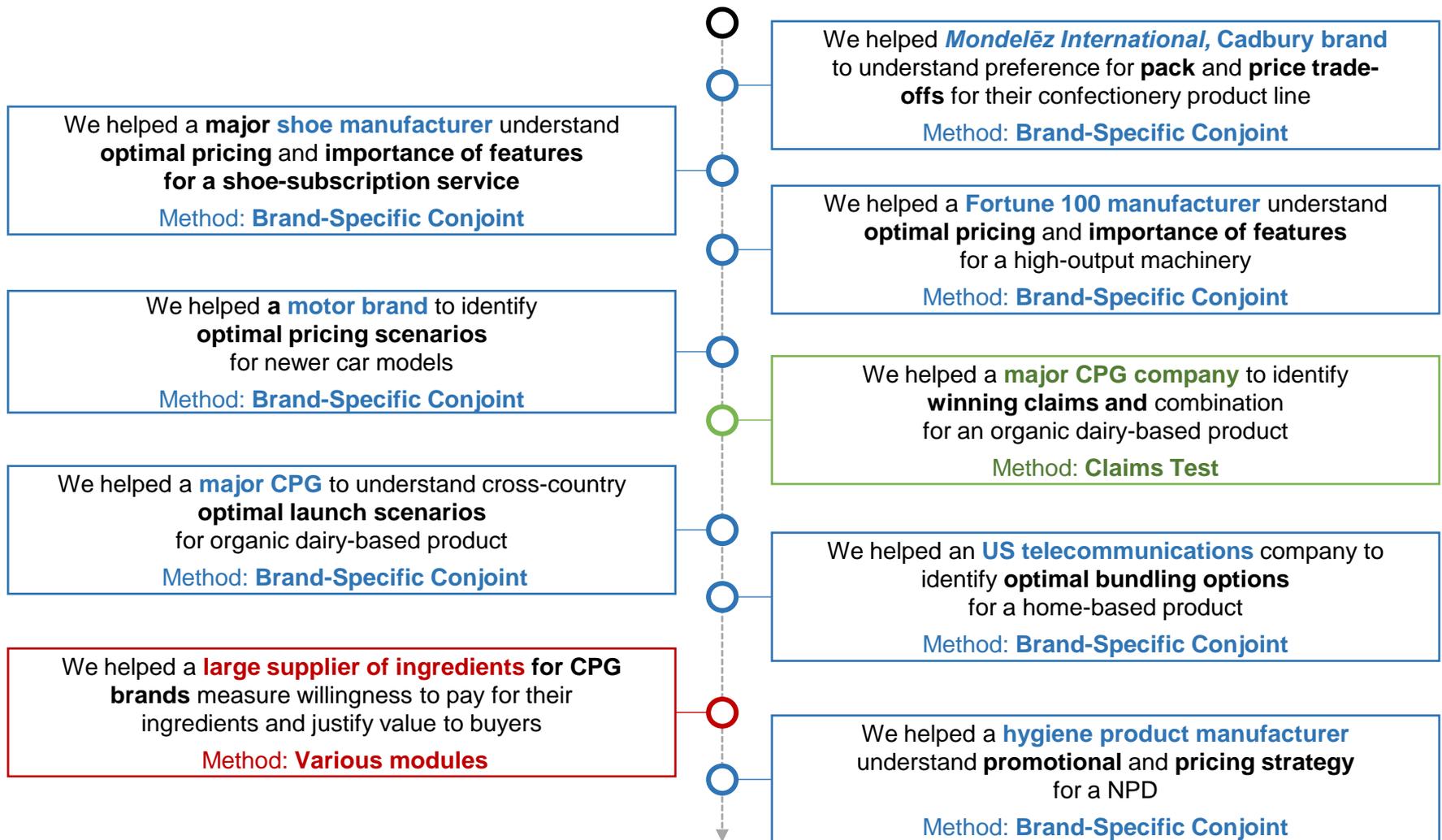
# Geography of previous engagements



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



# Next steps



Explore example  
outputs

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Log onto [Conjoint.ly](https://www.conjoint.ly) to  
explore example  
interactive outputs



Schedule a call  
with us

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Receive a demo or  
discuss an upcoming  
project:  
[www.conjoint.ly/  
consultation](https://www.conjoint.ly/consultation)



Ask us some  
questions

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Any questions?  
Happy to answer on  
[support@conjoint.ly](mailto:support@conjoint.ly)

