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.

Outputs and outcomes

- BPTO found that Lemon is the NPD with the highest revenue potential and preference share before and after its acceptance 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.

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.
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

- Importance of features, attributes, willingness to pay, simulations, etc.
- Preference for brands and features, simulations, etc.
- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

- Predictions, consensus history, rationales
- Price elasticity curves, optimal prices
- 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

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

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

<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, profiling questions</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>
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<tr>
<td>Timeframe</td>
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</tr>
<tr>
<td>5 hours +</td>
<td>1 day +</td>
<td>2 days +</td>
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<td>Cost</td>
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<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>
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<tr>
<td>Broadly targeted</td>
<td>Narrowly targeted</td>
<td>Ultra-targeted</td>
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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
- **Kirill Zaitsev** Market Researcher
- **Denis Smagin** Head Developer
- **Igor Pavlichenko** Developer
- **Nicole Teh** Director of Strategic Partnerships
- **Jason Widjaja** Market Researcher
- **Harrigan Davenport** Market Researcher
- **Anna Burunova** QA Engineer
- **Alexey Nikitin** Developer
- **Catherine Chipeta** Content Creator
- **Yutian Shen** Market Researcher
- **Edward Teh** Researcher Assistant
- **Sergey Pavlenko** Developer
- **Viktor Dergach** Developer
- **Aleksey Kornilov** Marketing Manager
- **Hugh Zhao** Market Researcher
- **Joslyn Choy** Researcher Assistant
- **Sergey Sesyolkin** Developer
- **Maksim Kutishchev** Front end Developer
- **Mitchell Vanderham** Project Manager
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- **Nik Samoylov** Founder
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- **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

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

- 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