



Example Idea Screener Report

26 September 2022

N = 197 feedbackers (convenience sample of English speakers)

CONFIDENTIAL



Idea Screener Test

Comparison of ideas tested

Feedbackers (N = 197)

	Image 1	Image 2	Image 3	Image 4	Image 5	Average
KPIs						
Relevance	85%	70%	81%	76%	74%	77%
Likeability	89%	80%	74%	79%	82%	81%
Superiority	80%	58%	74%	62%	62%	67%
Clarity	80%	65%	77%	79%	82%	77%
Purchase intent	87%	70%	77%	76%	68%	76%
New and different	89%	65%	91%	71%	68%	77%
Better quality	74%	58%	81%	65%	65%	68%
Appealing range	87%	78%	77%	74%	71%	77%
Pack appeal	78%	73%	81%	74%	68%	75%
Interesting	91%	75%	81%	74%	76%	80%
Uniqueness	80%	65%	91%	68%	68%	74%
Likely to consider	85%	78%	72%	71%	76%	76%
Comment	78%	70%	77%	74%	68%	73%
Natural product	74%	53%	74%	71%	68%	68%
Sustainable	70%	55%	70%	74%	59%	65%
Positive influence of product on society	72%	58%	74%	65%	68%	67%
Summary KPI performance	81%	67%	78%	72%	70%	74%

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	Image 1	Image 2	Image 3	Image 4	Image 5	Average
Brand association						
Pepsi	24%	15%	19%	38%	18%	23%
Coca-Cola	28%	48%	21%	29%	47%	35%
Monster	11%	13%	21%	6%	15%	13%
Nescafe	20%	5%	30%	12%	3%	14%
Usage why						
The product meets my needs	54%	30%	44%	26%	29%	37%
The product is affordable	46%	38%	51%	38%	44%	43%
I am not satisfied with other products	17%	13%	9%	12%	6%	11%
I always use products from this brand	11%	20%	19%	24%	24%	19%
I heard positive feedback about this from family and friends	22%	18%	28%	24%	26%	23%
I am looking to try something new	46%	45%	35%	38%	29%	39%
Recommendation	83%	60%	81%	71%	68%	72%
Visit the website of	80%	63%	77%	76%	79%	75%
Price expectation						
No, I am expecting a much lower price	24%	15%	19%	18%	38%	23%
No, I am expecting a slightly lower price	24%	38%	37%	35%	32%	33%
I am expecting the same price	26%	40%	21%	29%	18%	27%
Yes, I am expecting a slightly higher price	20%	5%	19%	6%	9%	12%
Yes, I am expecting a much higher price	7%	3%	5%	12%	3%	6%
Unpriced perception	70%	55%	74%	65%	71%	67%

Idea Screener Test: Image 1

Associations

Feedbackers (N = 197)

*“The image illustrates that it is a **refreshing fruit juice** with a **tropical** flavour. Others also expect it to be **highly nutritious** because of the kiwi’s known **vitamin C content**.”*

First comments (full comments available in full report)

- | | | |
|---|---|--|
| 1. It sounds interesting. I personally love kiwi | The color scheme is very bright, and it looks like | 23. Thunder |
| 2. I like first color and logo | a pepsi product of some kind. | 24. It's very tast drink |
| 3. I THOUGHT THAT WOULD BE VERY COOL. | 15. Health drink | 25. The fruit |
| 4. Refreshing Drink | 16. Fruity, sweet and refreshing drink. I'd like to try | 26. Not interested, common name |
| 5. Unique idea | it. | 27. I would change the Kiwi logo color to green or |
| 6. This is a fruit juice in can | 17. I like the can colors and graphics a lot. These | bright yellow. |
| 7. Juice can | drink looks like it would be very refreshing. This | 28. KIWI HAVE TWICE AS MUCH SEROTONIN AS |
| 8. A refreshing drink made of kiwi, probably tastes | is something very different and I would be very | TOMATOES |
| good. | interested in trying it. | 29. Energy drink |
| 9. NICE | 18. Good taste, kiwi juice is healthy | 30. Not sure if I will like it |
| 10. KIWI IS DEASTEY FRUIT | 19. Flavor kiwi drink, something new | 31. Kiwis are nutrient-dense and full of vitamin C |
| 11. its coolour body | 20. A nice tropical beach, relaxing and soaking up | 32. Fruit drink |
| 12. fresh juice | the Sunray. | 33. Looks like great one and eagerly drink this |
| 13. Refresh | 21. It's a kiwi drink, never seen something similar. | 34. Fruit drink |
| 14. I thought that it looked very tropical and vibrant. | 22. Refreshing | 35. I believe it has a nice flavor... |

Idea Screener Test: Image 1

Likes and dislikes

Feedbackers (N = 197)

Likes



Dislikes



First comments (full comments available in full report)

1. Like the flavour (7 responses)
2. The packaging is colorful and attractive
3. Branding
4. Kiwi drink in the healthy natural
5. Fresh juice like blue color
6. I like the colors on the can and how it reminds me of childhood juice drinks like capri sun, which is a positive thing for me.
7. I like the color combination of green and blue and the dynamic splash. The flavor is obvious.
8. I do not know of any other kiwi flavored products of this type. Different!
9. I like the color and the can. It's pretty.
10. Cool packaging
11. very happy to have a very nutritious fruit in a drink way A kiwi drink is so innovative (at least in my country) so I would definitely try it
12. The color is very beautiful, and the fruit is very interesting.....

1. I can't tell if it's carbonated or not (3 responses)
2. Color of bottle
3. They could have portrayed more details on the can
4. Background color is dull.
5. The logo could be better
6. i think more added colors look like not good
7. It looks artificial and like it wouldn't actually taste like kiwi.
8. Little bit tangy.
9. The NEW and circular seal is hard to see
10. Bottle appearance is not good
11. I don't like kiwis at all..
12. .Font and text.
13. The Kiwi color logo, it doesn't pop out enough from the background.
14. THERE ISN'T ENOUGH RELIABLE INFORMATION TO KNOW IF KIWI IS SAFE WHEN TAKEN IN AMOUNTS FOUND IN MEDICINE ...

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