

## CASE STUDY: CONCEPT TESTING SYSTEM

### BACKGROUND & OBJECTIVES

Major Publisher of Educational Materials

**OBJECTIVES:** develop and prioritize best new book ideas based on teacher feedback

**GOAL:** build a proprietary concept testing system to screen early ideas followed by final concept confirmation testing before market launch



### RECOMMENDATIONS & RESULTS

Developed a concept testing system that is being used to drive and prioritize all new book introductions

The research system timeline was aligned with the overall book planning process

Used research results as sales support in trade presentations – served to effectively differentiate company from competitors

### METHODOLOGY

Online concept screen of early stage ideas to select “winners” for further development

Final concept test of “fleshed-out” book concepts

Developed/used a full set of evaluative and diagnostic measures

Creation of normative database of all tested concepts

Coded concepts to identify concept trends and opportunity areas

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