



MARS - Maltesers Brand New Product Testing

Project Background – A|B Concept Testing

A quantitative study about people’s perceptions of a new chocolate product concept to be launched on the Irish Market by one of the most famous confectionery brands worldwide. Research formed an indispensable part of the brand’s continuous involvement in new product testing. This particular study aimed to understand consumers’ attitudes to and preferences for various names of the new product before it was introduced to the Irish market and measure purchase consideration. The challenge in this case was to design a questionnaire that was both straightforward and well-balanced, with a bias-avoiding survey flow and easily differentiated name varieties.

iReach Methodology

iReach ran an online quantitative study on establishing the best possible name for a new chocolate product with a nationally representative sample as part of our regular twice-monthly Omnibus. To obtain best possible survey results, we used A|B Testing as a research method where we compared two versions of name set for the new product to determine which was more effective in impacting respondents’ purchase behaviour. A|B tests requires a balance in the frequency with which people are shown Option A versus Option B, so we had to ensure an equal exposure of both name variations using sophisticated survey techniques to identify the most popular and impactful name for the new product.

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iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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