Date: March, 2023 Brand: Brand A Project: Concept Test Sample: n=500 Visualisation: Standard Analysis: No Presentation: No



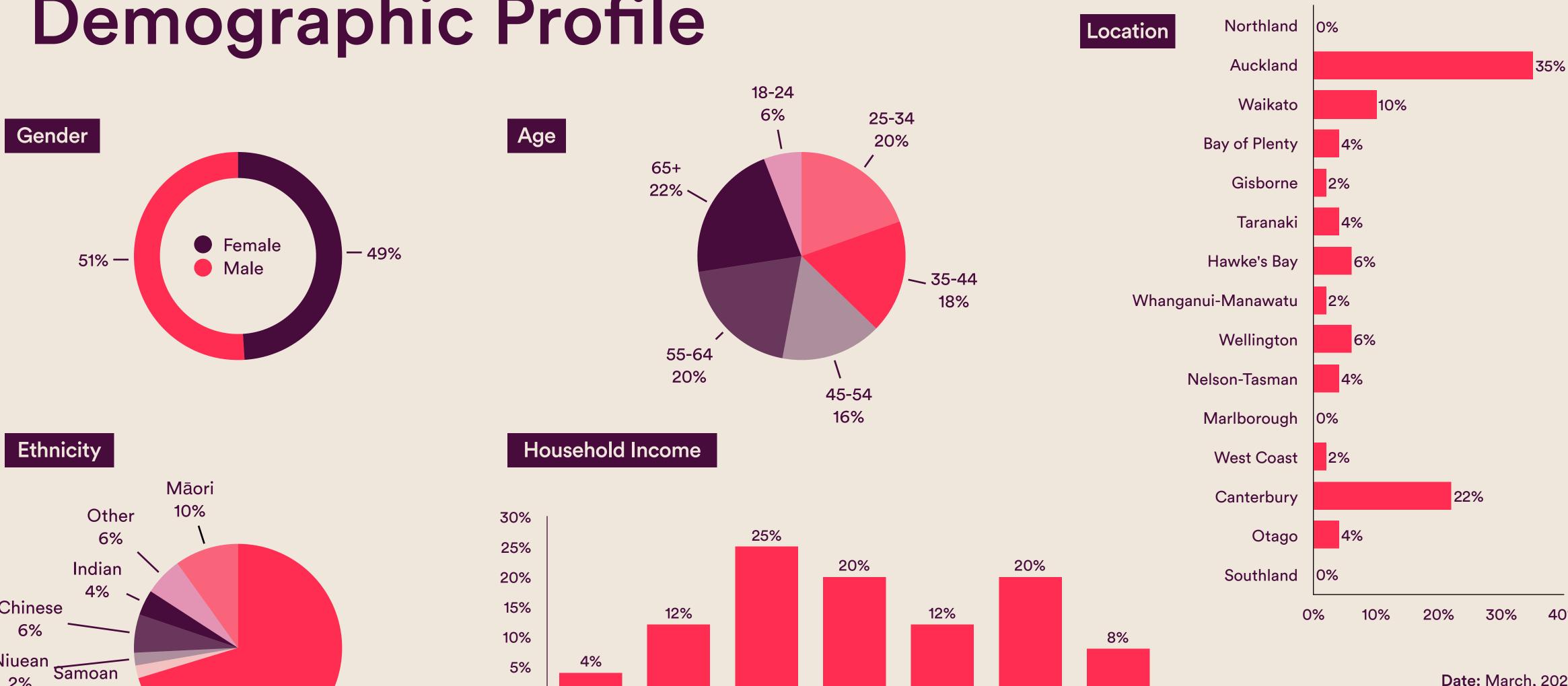






FoxIQ.nz

Demographic Profile



Between

\$50,000

and

\$74,999

Between

\$75,000

and

\$99,999

Between

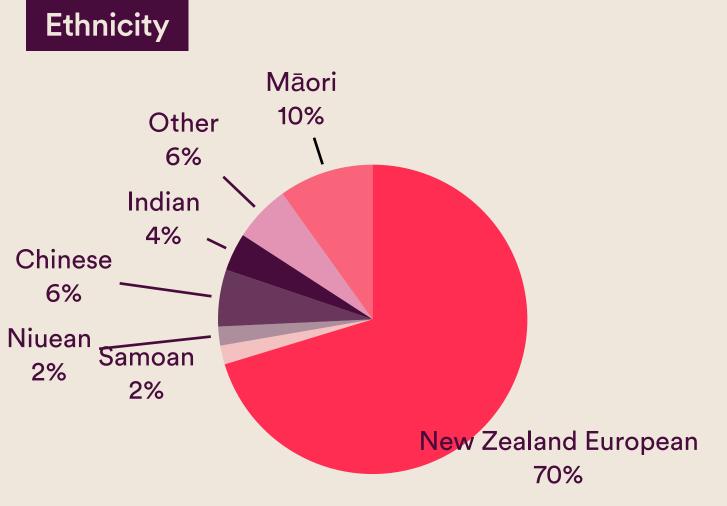
\$100,000

and

\$150,000

Over

\$150,000







Date: March, 2023 Brand: Brand A Project: Concept Test Sample: n=250 Visualisation: Standard Analysis: No **Presentation:** No



40%

Concept Summary

We Tested:

An existing NZ retail brand is looking to take on the larger chains and challenge the status quo. They have a good network of stores around NZ and offer a wide range of products at great prices. Their size and localownership makes them different, meaning they tailor their offer to their customer-base, support their community and get to know their local customers.

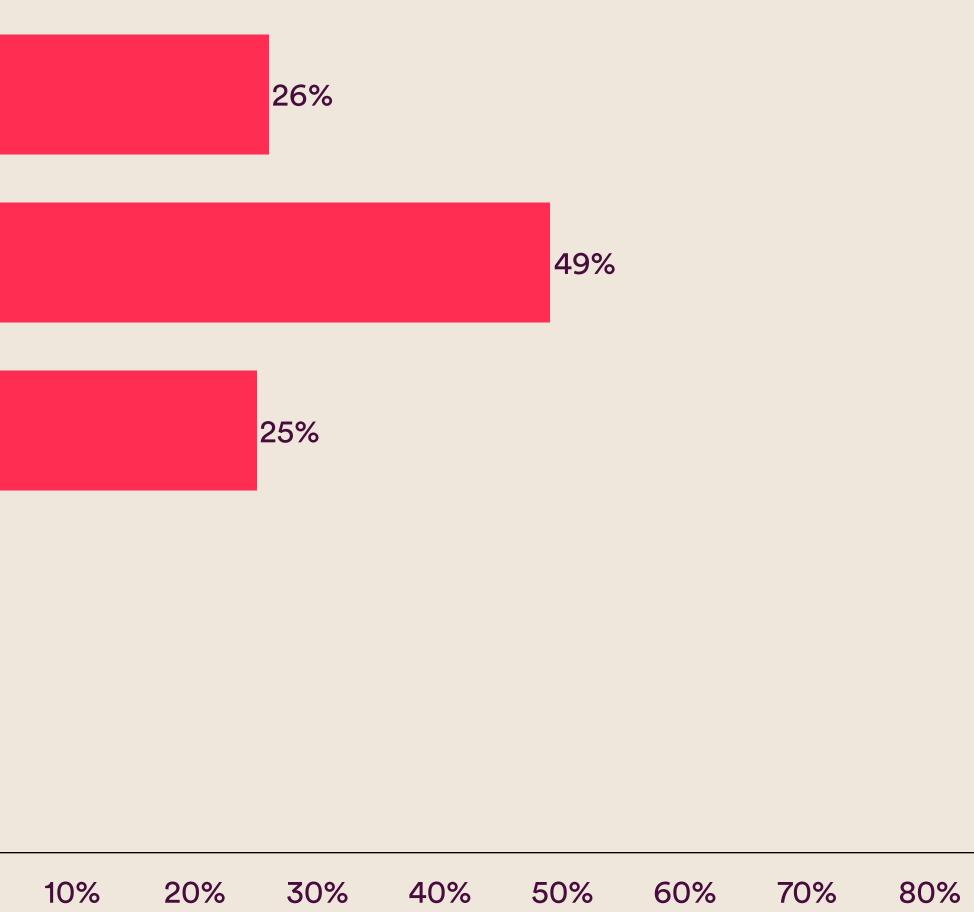




| Concept Appeal | Like it a lot | |
|--|------------------|----|
| To what extent do you like this new concept/idea? | Like it | |
| Date: March, 2023 Brand: Brand A Project: Concept Test | Neutral | |
| Sample: n=250 Visualisation: Standard Analysis: No Presentation: No | Dislike it | 0% |
| | Dislike it a lot | 0% |

0%





90% 100%



Concept Appeal - Like

What, if anything, do you like about this concept/new idea?

Date: March, 2023 Brand: Brand A Project: Concept Test Sample: n=250 Visualisation: Standard Analysis: No Presentation: No



Really great staff.

Love it.

I always choose to shop there, it's my local but also the team are so friendly.

l like it.

I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.

Nice, easy, convenient.

Don't like it

It's ok. Nothing stand out.

Good.

I don't mind it.

I wouldn't go out of my way to go there. But it's fine, pricing is pretty good.

my local is good but the one by my child's daycare is not as good.

Store manager is great and makes a real effort to get to know everyone.

Ok.

Good pricing. Other stores are way too expensive.

I wouldn't go anywhere else.

The store hours are good and suit me best.

I make an effort to stop by here on my way home as opposed to going to the one closest to my house.

It's good.

I like the outdoor displays they have. Means when I go past and I can see what's on special and means I don't have to go into the store.

Not my favourite.

Does the job.

I would go here second if I can't find what I need at my usual store.

Good.

Don't really go there.

I do think they need to look at their suppliers as I know you can get better ones at other stores. Sometimes stock isn't great too.

lt's fine.

Does what it needs to do.

I've been going here for 30 years and I wouldn't go anywhere else.

Great.



Concept Appeal - Like Cont'

| Really great staff. | Really great staff. |
|--|--|
| Love it. | Love it. |
| I always choose to shop there, it's my local but also the team are so friendly. | I always choose to shop there, it's my loca |
| l like it. | l like it. |
| l used to never go there but my other store was closed. After visiting, this is definitely my preferred store. | I used to never go there but my other stor After visiting, this is definitely my preferre |
| Nice, easy, convenient. | Nice, easy, convenient. |
| Don't like it | Don't like it |
| It's ok. Nothing stand out. | It's ok. Nothing stand out. |
| Good. | Good. |
| I don't mind it. | I don't mind it. |
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| I would go here second if I can't find what I need at my usual store. | I would go here second if I can't find what |
| Good. | Good. |
| Don't really go there. | Don't really go there. |
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Concept Appeal - Dislike

What, if anything, do you **dislike** about this concept/new idea?

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Concept Improvement

What, if anything, would you do to improve this concept/new idea?

Date: March, 2023 Brand: Brand A Project: Concept Test Sample: n=250 Visualisation: Standard Analysis: No Presentation: No



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Concept Improvement Cont'

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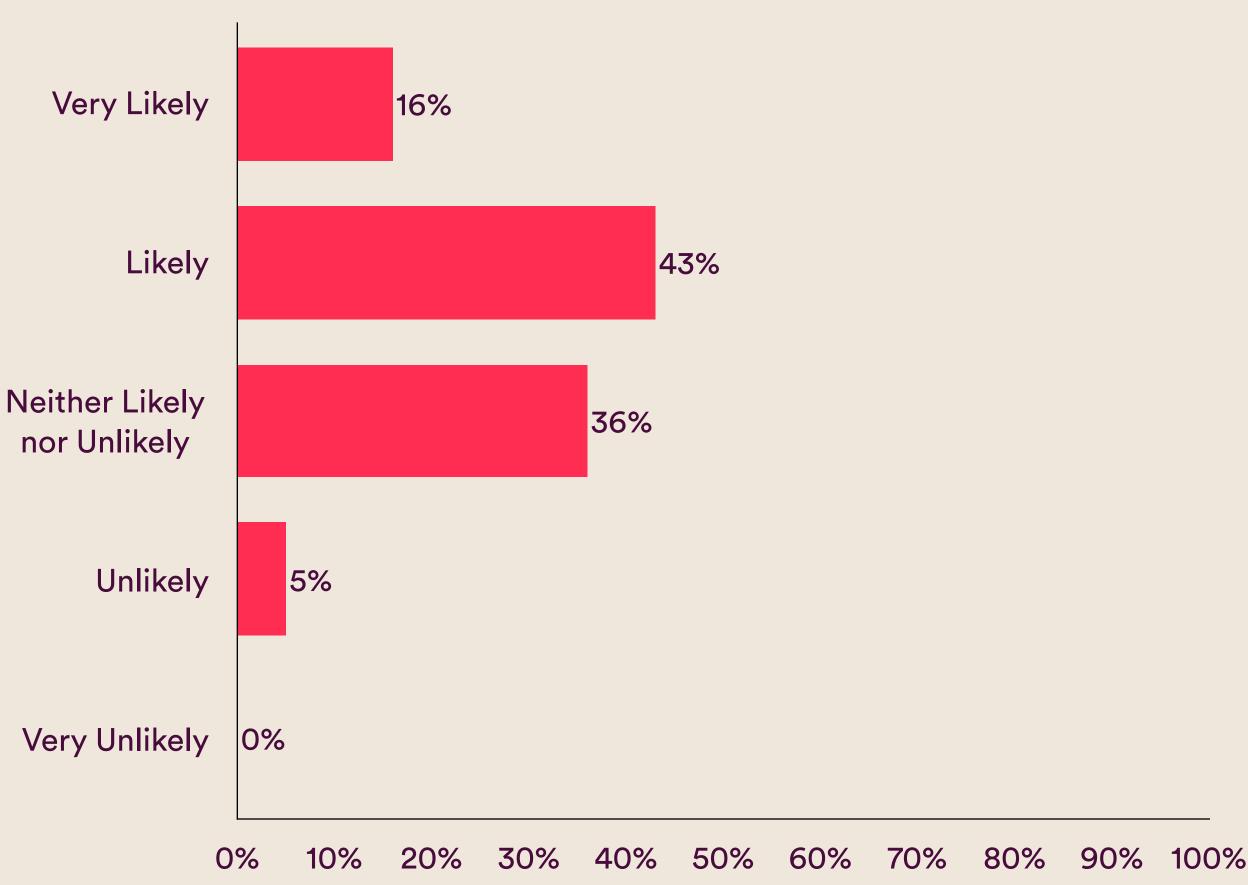
Great.



se.

Concept Motivation

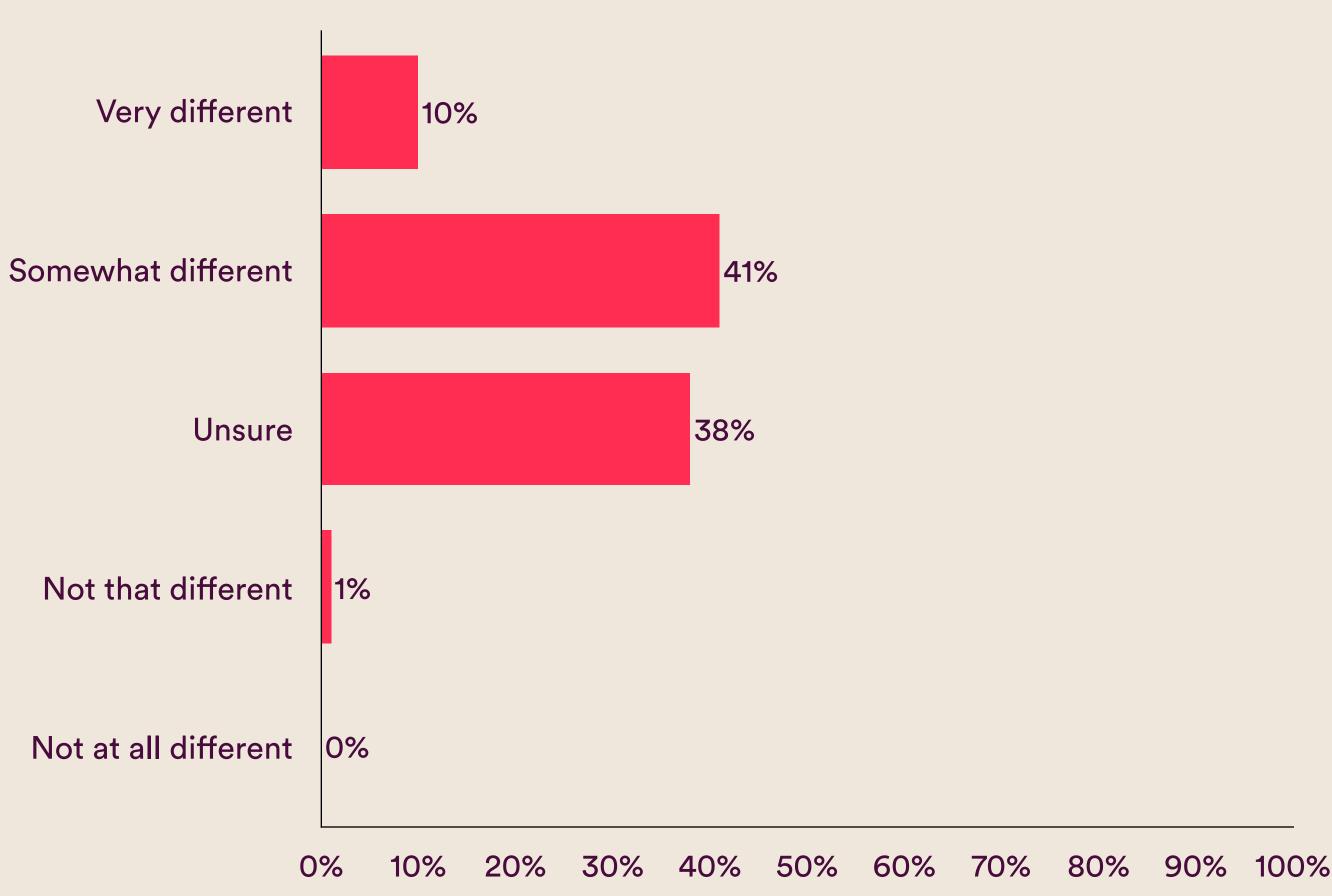
Having read through the concept, how likely would you be to change your purchasing habits based on something like this?





Concept Differentiation

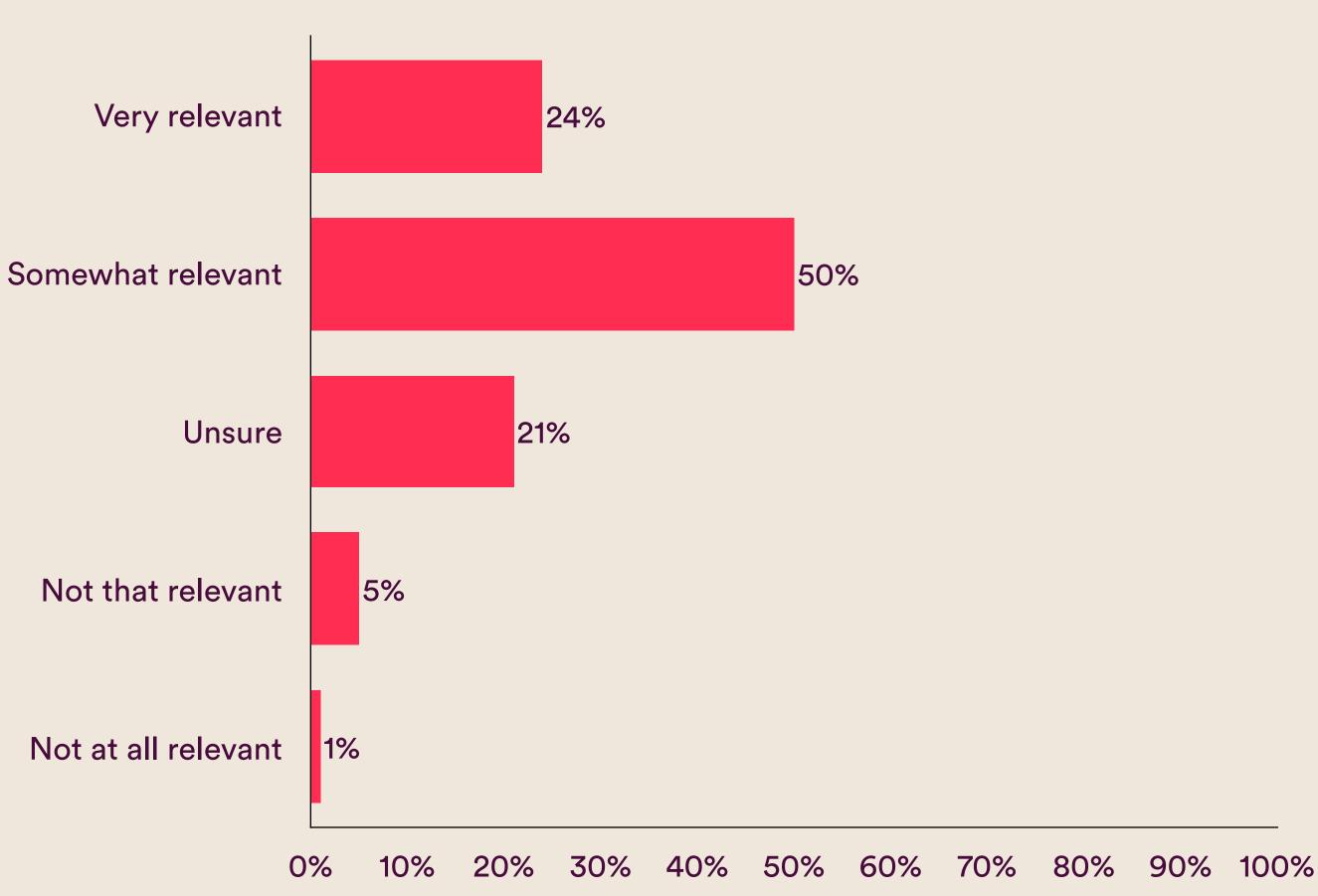
Having read through the concept/new idea, how different do you think this is compared to other things available?





Concept Relevance

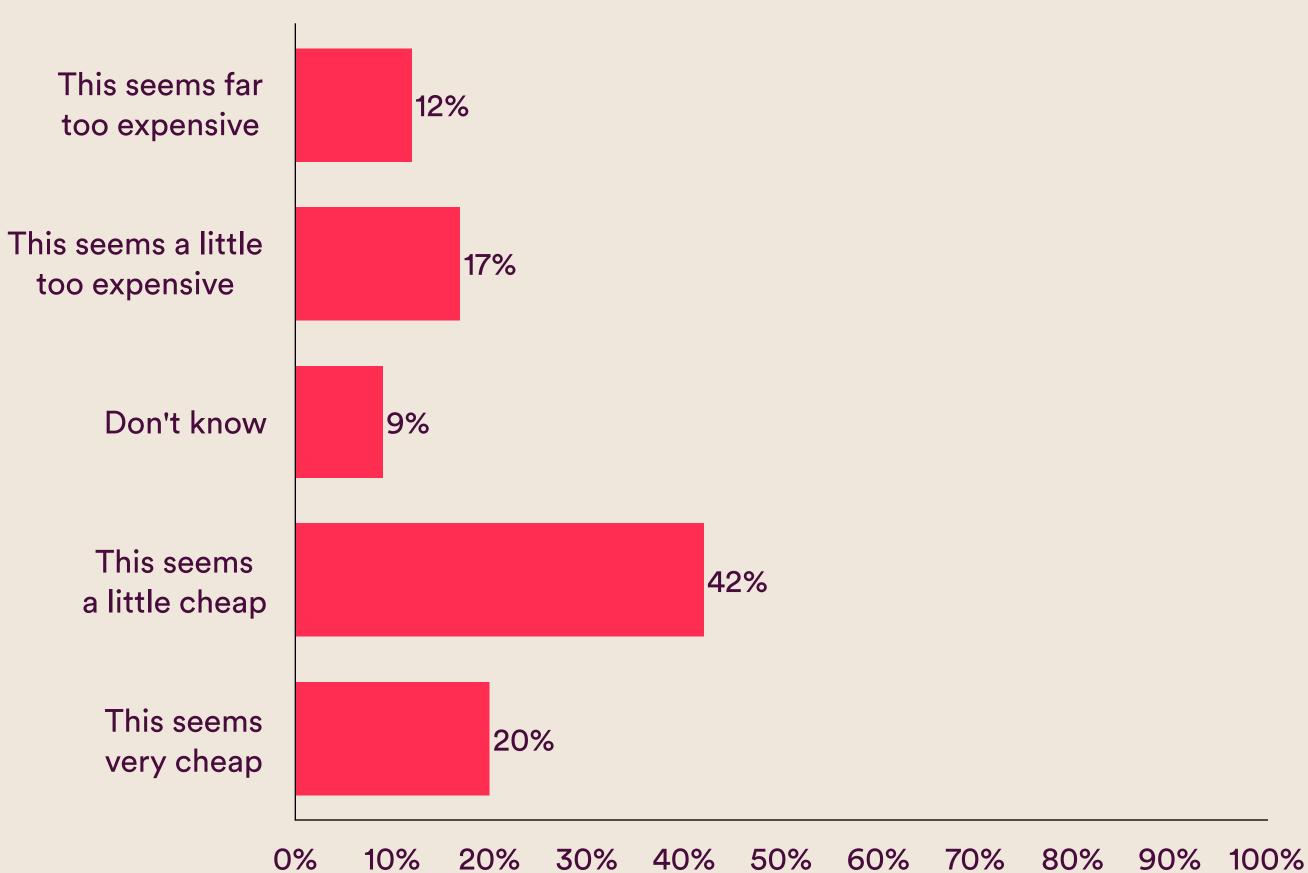
How relevant do you think this concept/new idea is for you?





Pricing

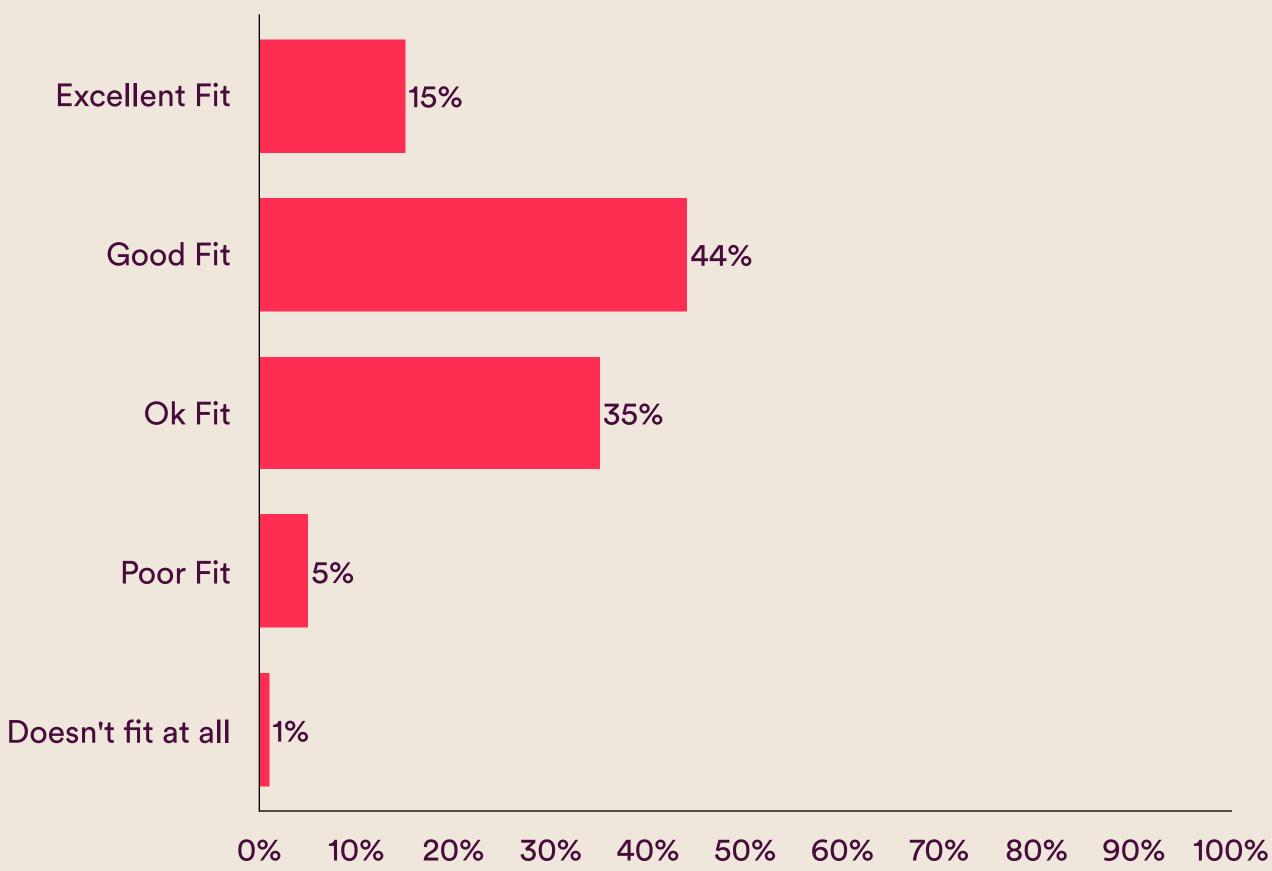
This concept/new idea will be priced at \$99.99. How do you feel about this price?





Brand Alignment

This concept/new idea if for BRAND A. To what extent do you feel this concept/ new idea fits with the brand?





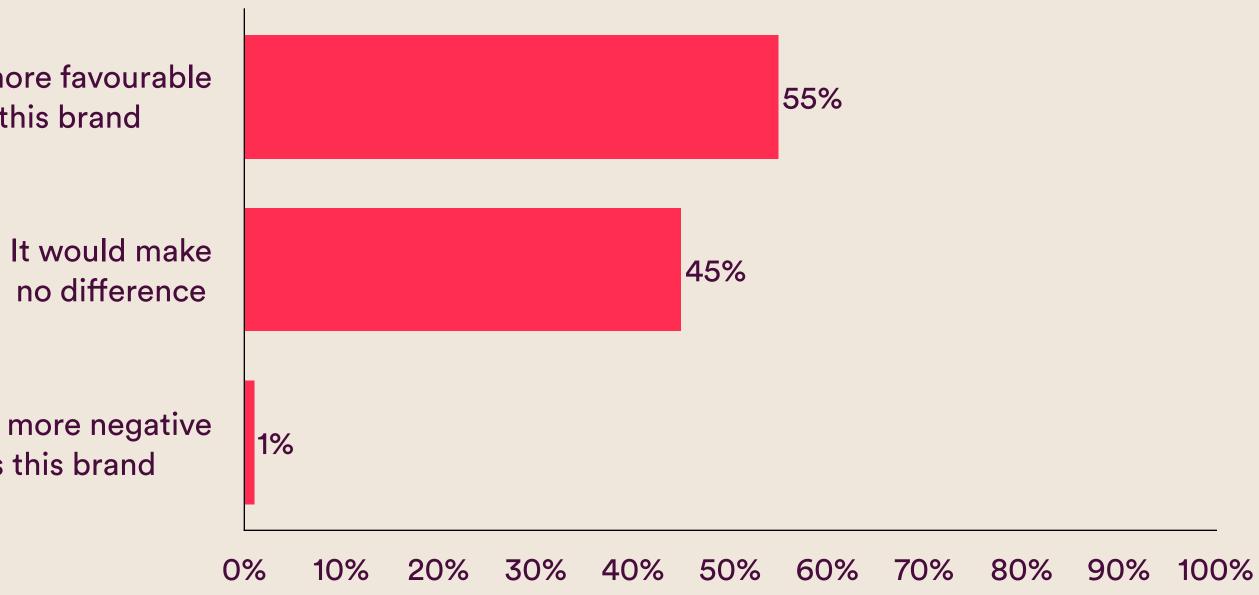
Brand Impact

How would this concept/new idea impact how you feel towards BRAND A?

Date: March, 2023 Brand: Brand A Project: Concept Test Sample: n=250 Visualisation: Standard Analysis: No Presentation: No

I would feel more favourable towards this brand

I would feel more negative towards this brand





Thank you.

For further inquiries and information, contact <u>hello@foxiq.nz</u>

