

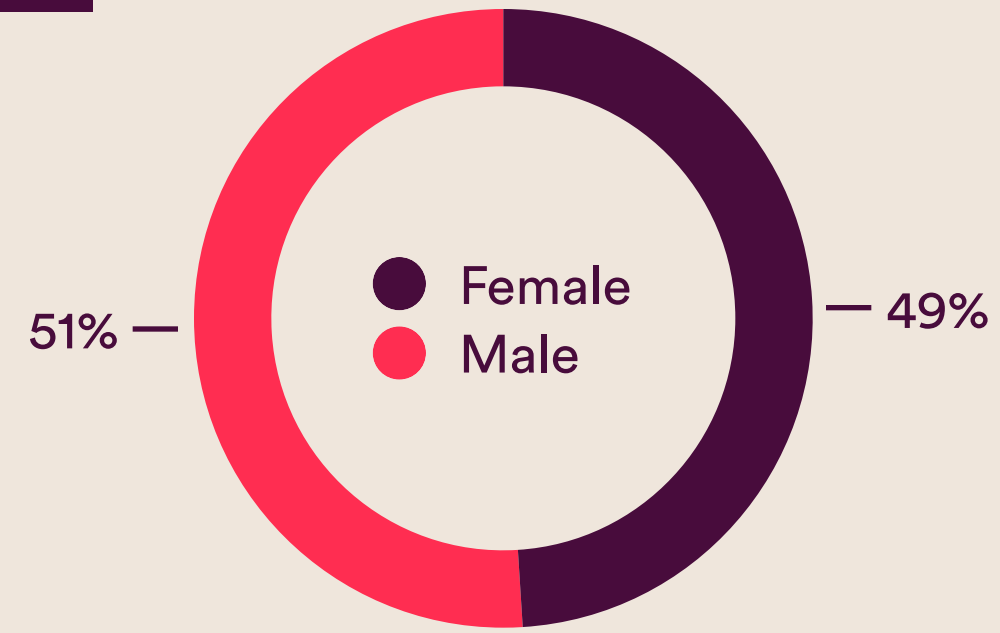
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=500  
Visualisation: Standard  
Analysis: No  
Presentation: No



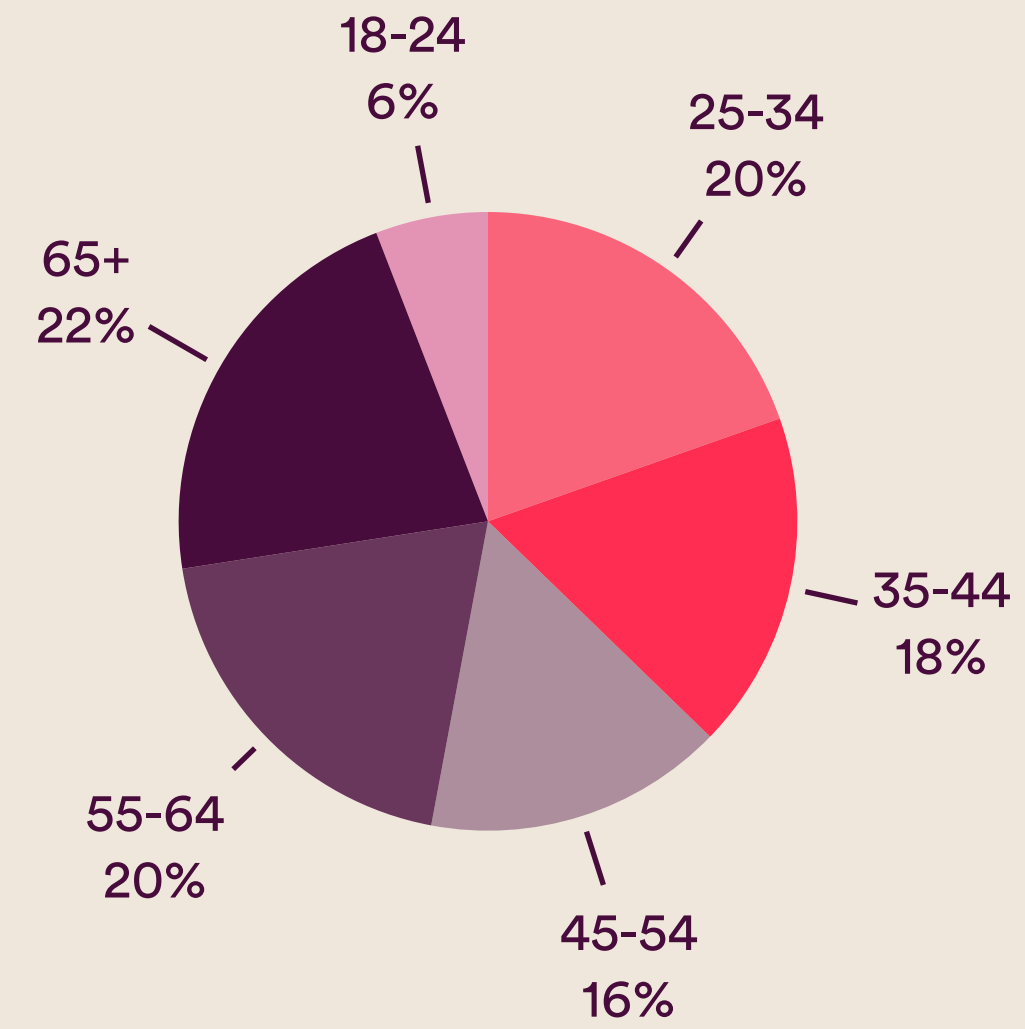
# Concept Test

# Demographic Profile

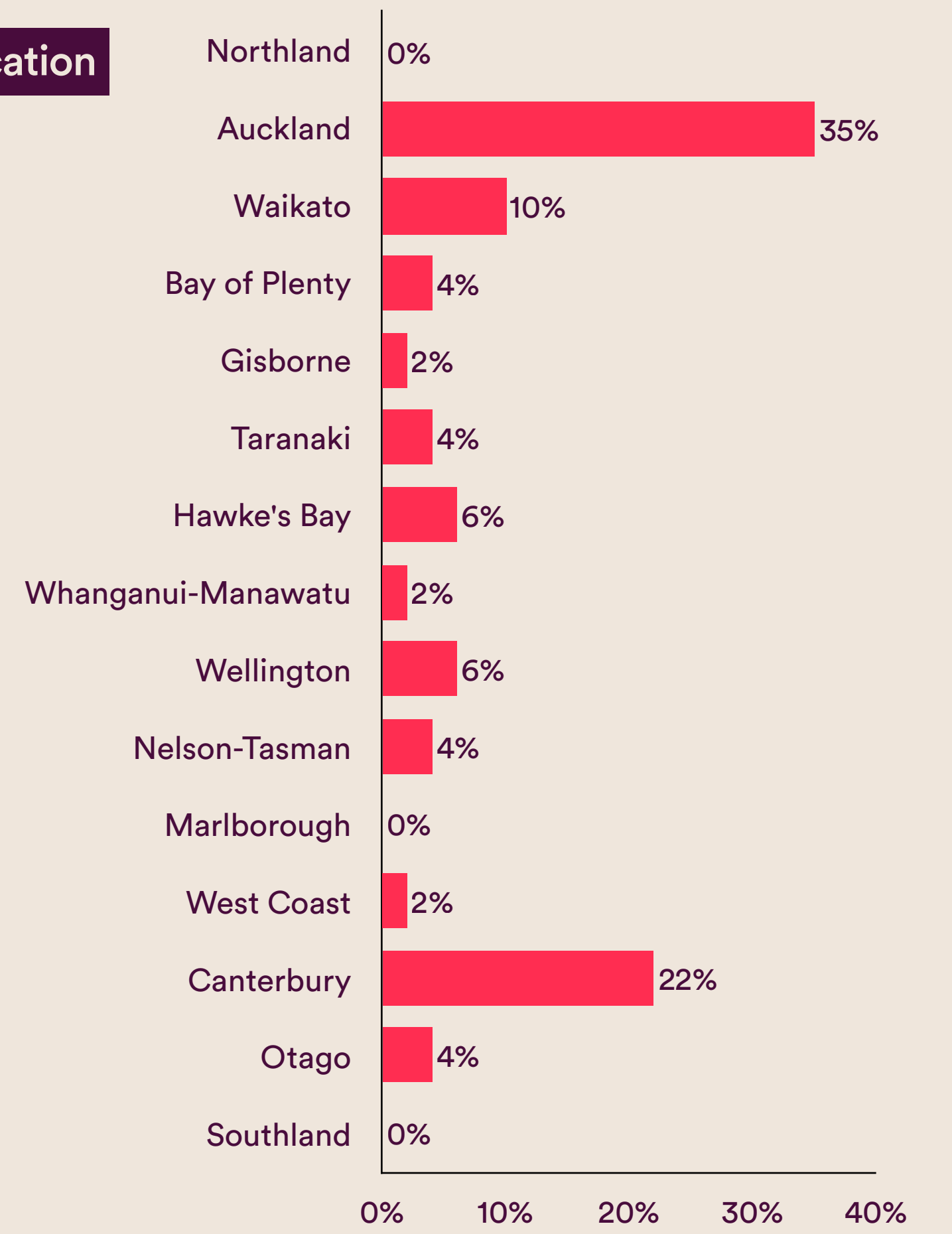
**Gender**



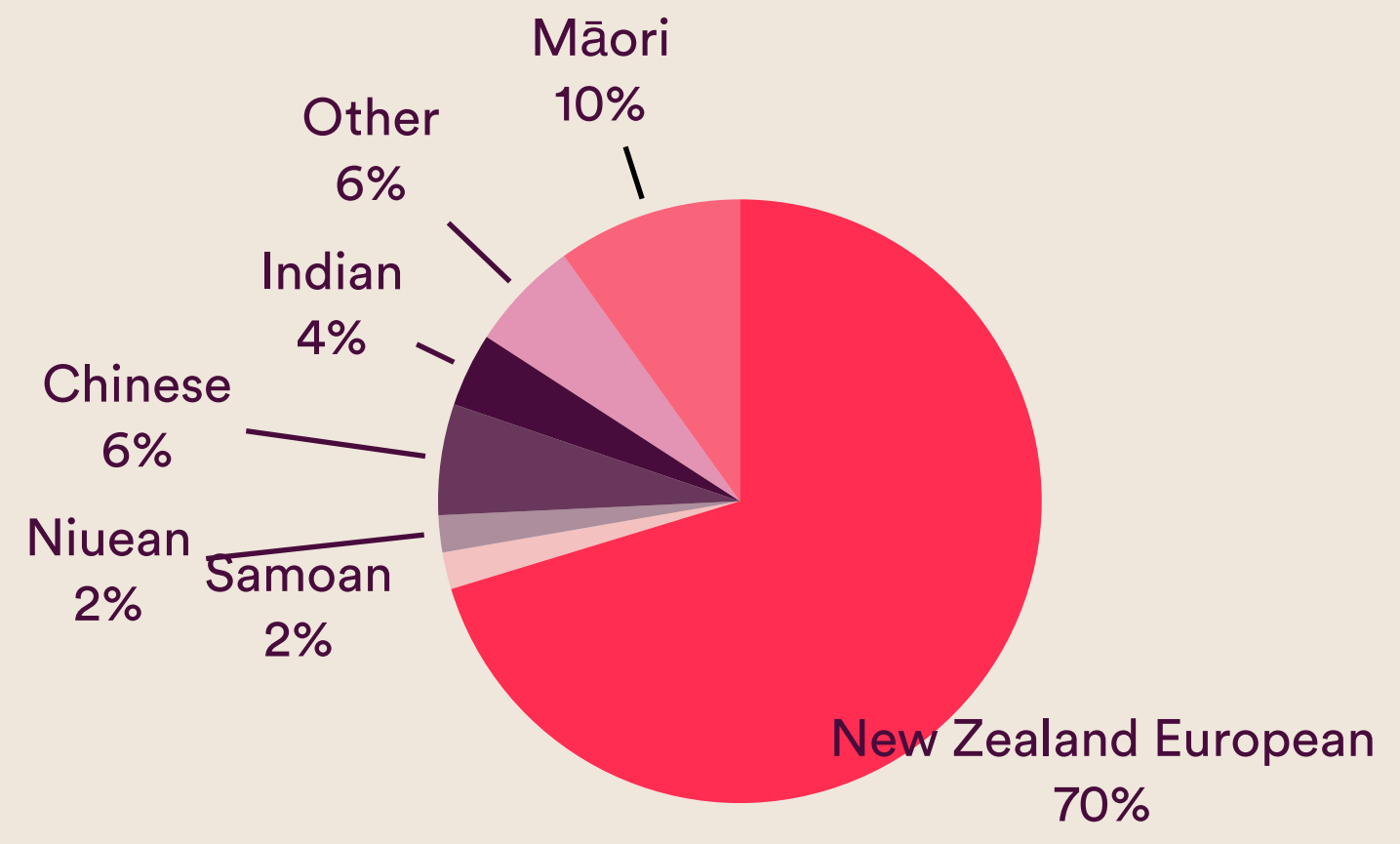
**Age**



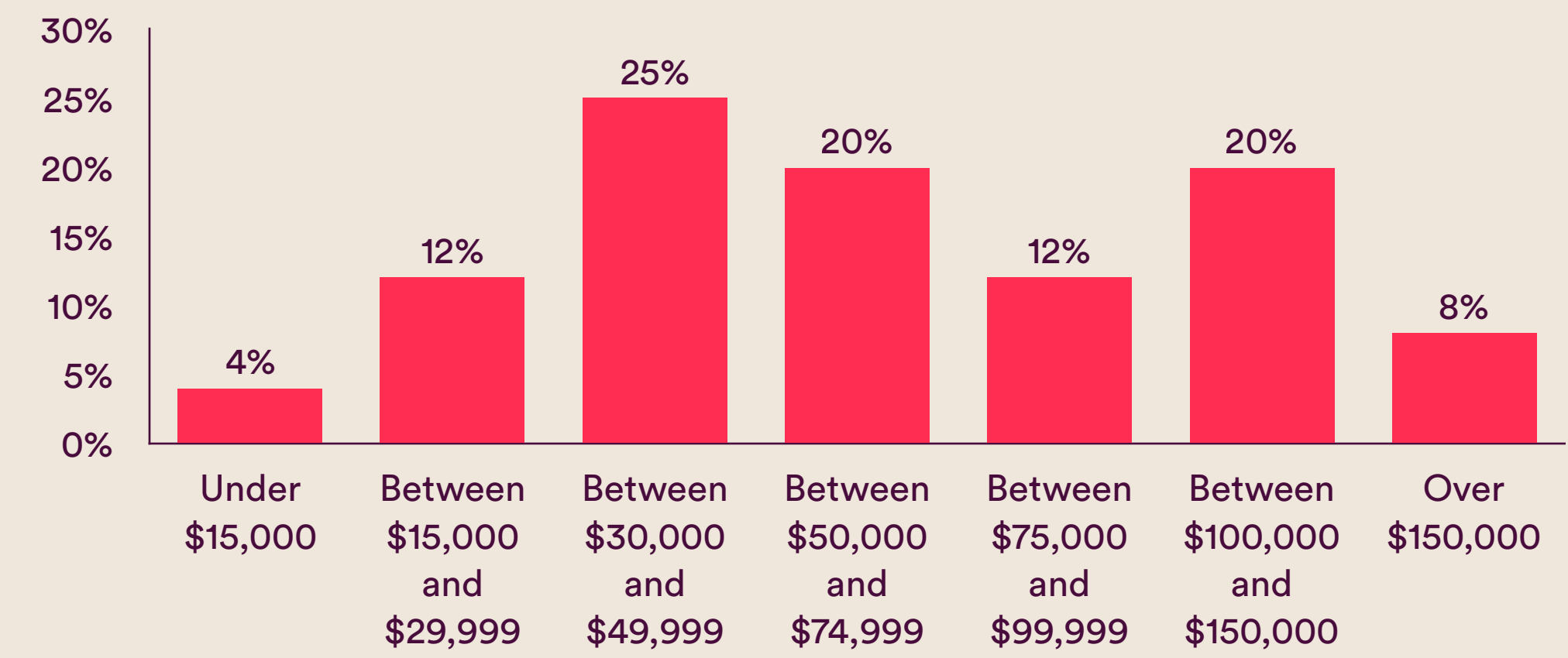
**Location**



**Ethnicity**



**Household Income**



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

# Concept Summary

## We Tested:



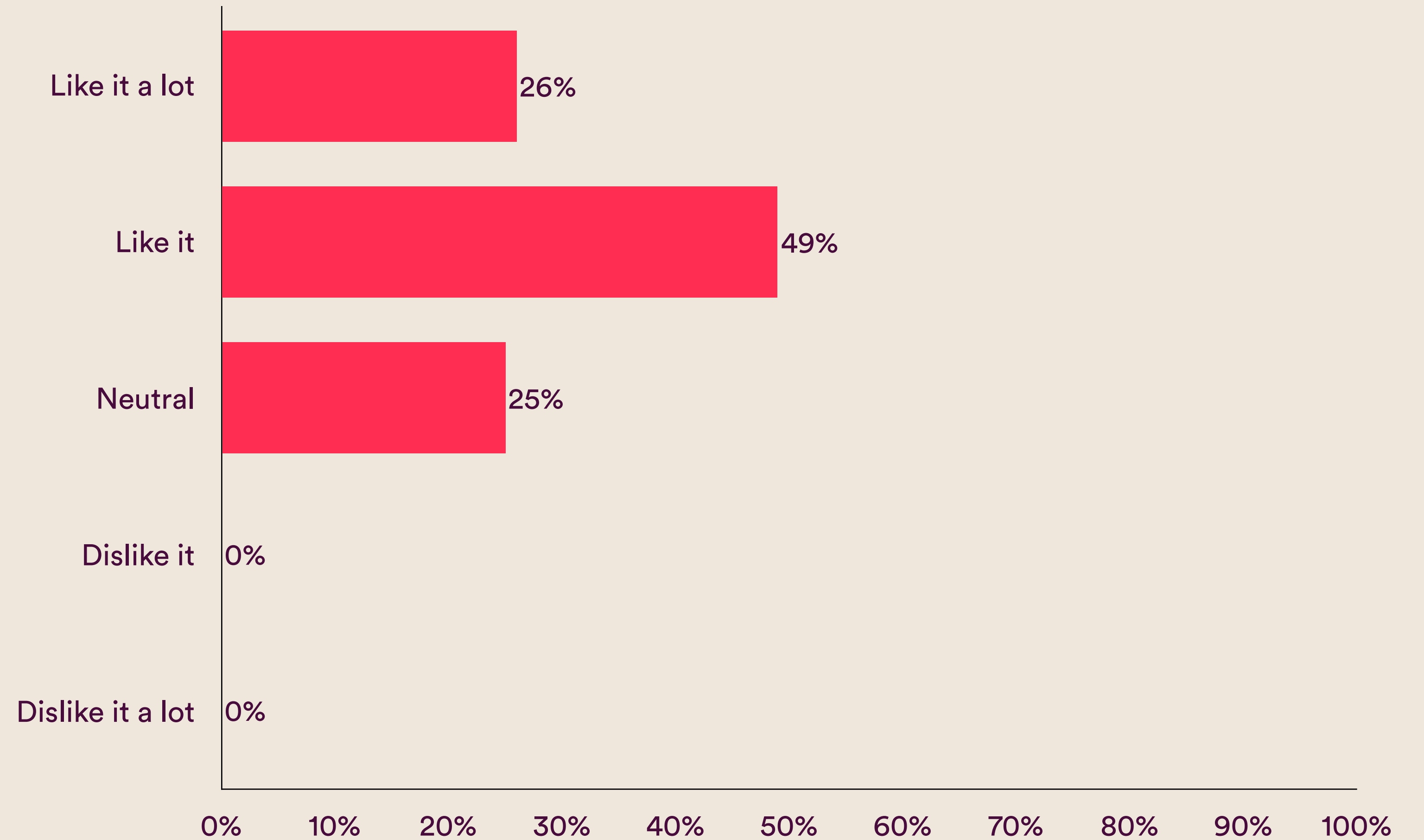
An existing NZ retail brand is looking to take on the larger chains and challenge the status quo. They have a good network of stores around NZ and offer a wide range of products at great prices. Their size and local-ownership makes them different, meaning they tailor their offer to their customer-base,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

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

# Concept Appeal

To what extent do you like this new concept/idea?

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



# 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.

I 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.

It'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.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I 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.  
 It's fine.  
 Does what it needs to do.  
 I've been going here for 30 years and I wouldn't go anywhere else.  
 Great.

Really great staff.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I 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.  
 It's fine.  
 Does what it needs to do.  
 I've been going here for 30 years and I wouldn't go anywhere else.  
 Great.

Really great staff.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I 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.  
 It'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 - Dislike

What, if anything, do you **dislike** 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.

I 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.

It'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 - Dislike Cont'

Really great staff.

Love it.

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

I 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.

It's fine.

Does what it needs to do.

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

Great.

Really great staff.

Love it.

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

I 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.

It's fine.

Does what it needs to do.

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

Great.

Really great staff.

Love it.

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

I 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.

It'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 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

Really great staff.

Love it.

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

I 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.

It'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 Improvement Cont'

Really great staff.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I 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.  
 It's fine.  
 Does what it needs to do.  
 I've been going here for 30 years and I wouldn't go anywhere else.  
 Great.

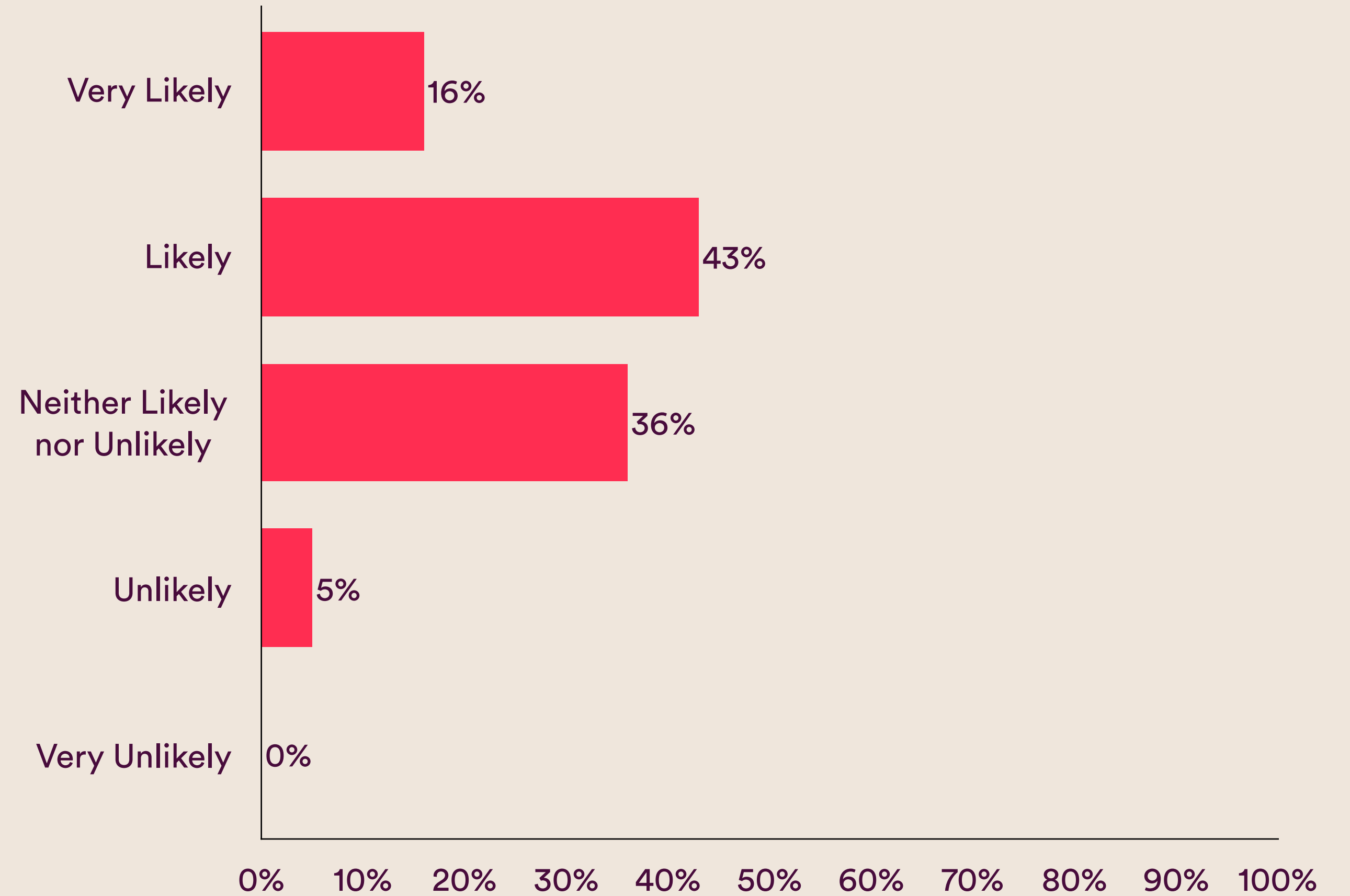
Really great staff.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I like it.  
 I used to never go there but my other store was closed. After visiting, this is definitely my preferred store.  
 Nice, easy, convenient.  
 Don't like it  
 It's ok. Nothing 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.  
 It's fine.  
 Does what it needs to do.  
 I've been going here for 30 years and I wouldn't go anywhere else.  
 Great.

Really great staff.  
 Love it.  
 I always choose to shop there, it's my local but also the team are so friendly.  
 I 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.  
 It'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 Motivation

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

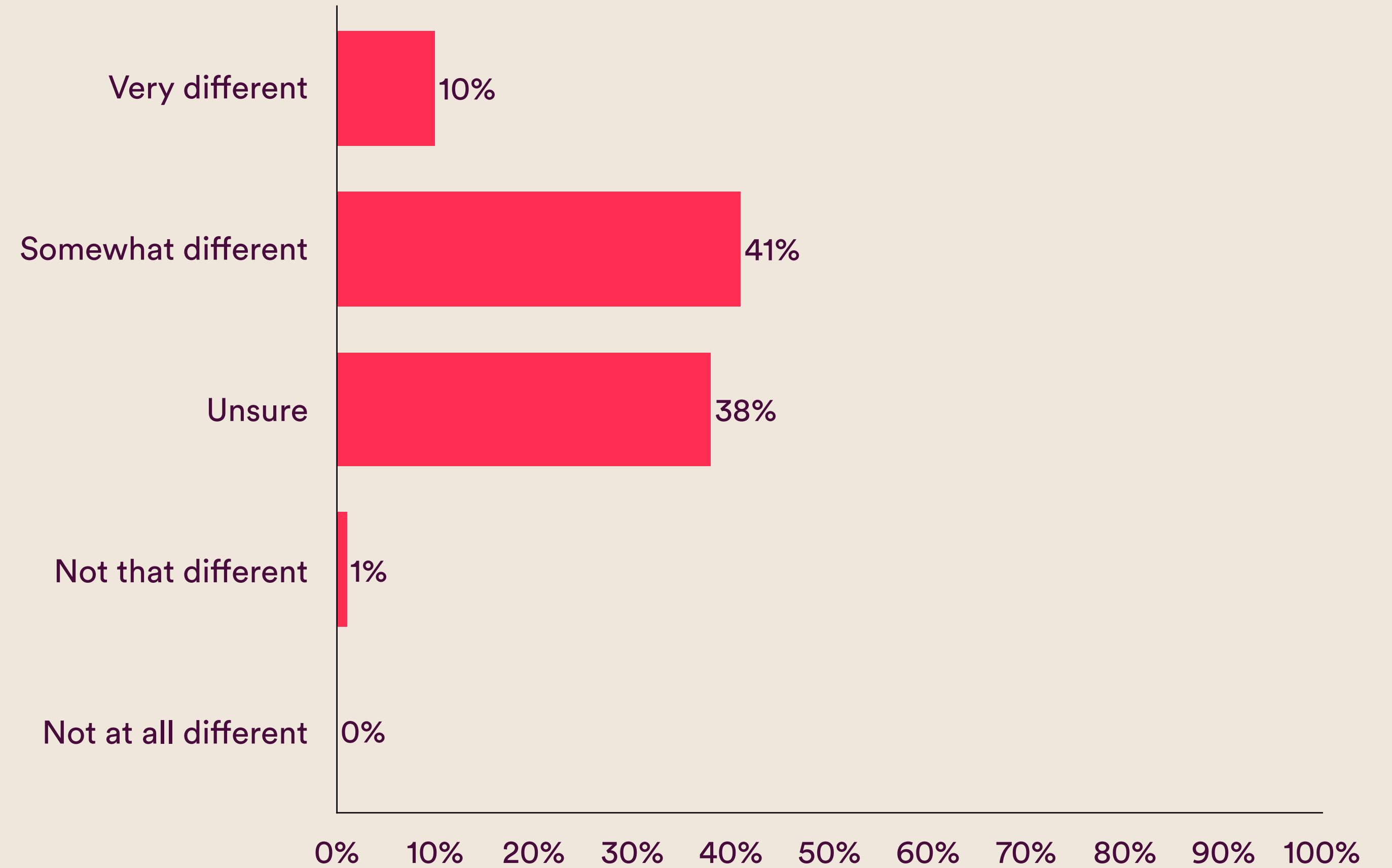
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=250  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Concept Differentiation

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

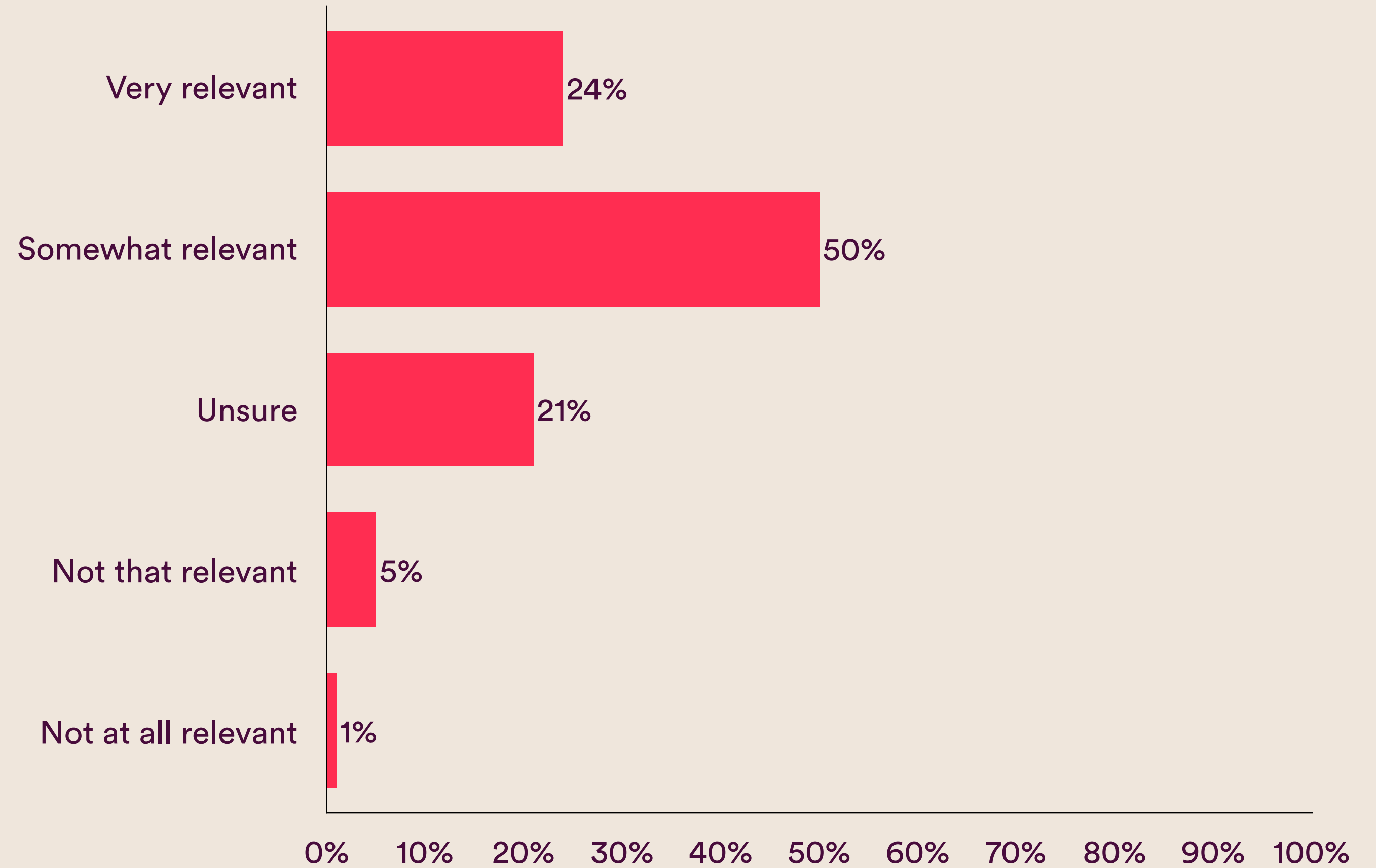
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=250  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Concept Relevance

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

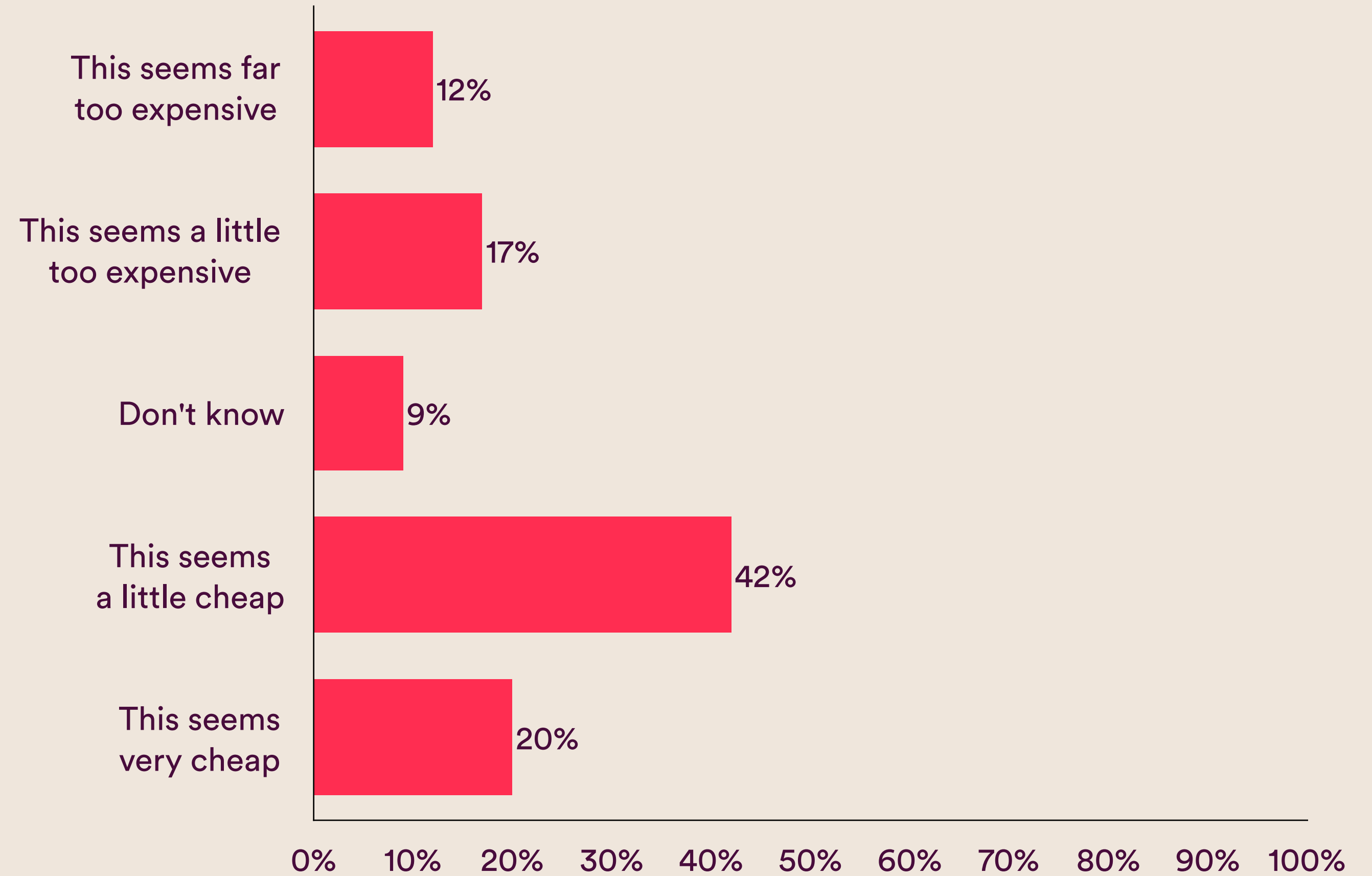
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=250  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Pricing

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

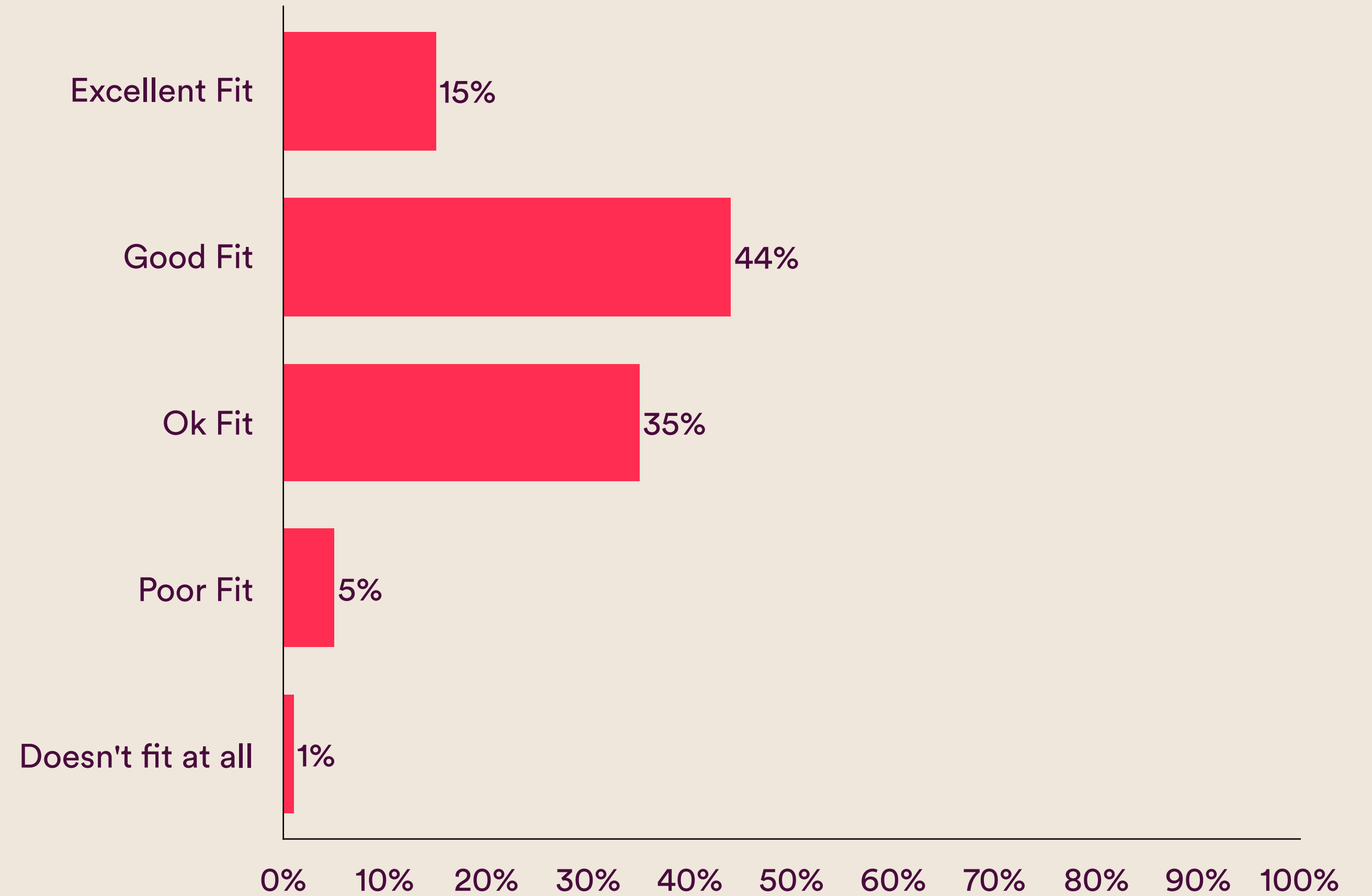
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=250  
Visualisation: Standard  
Analysis: No  
Presentation: No



# Brand Alignment

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

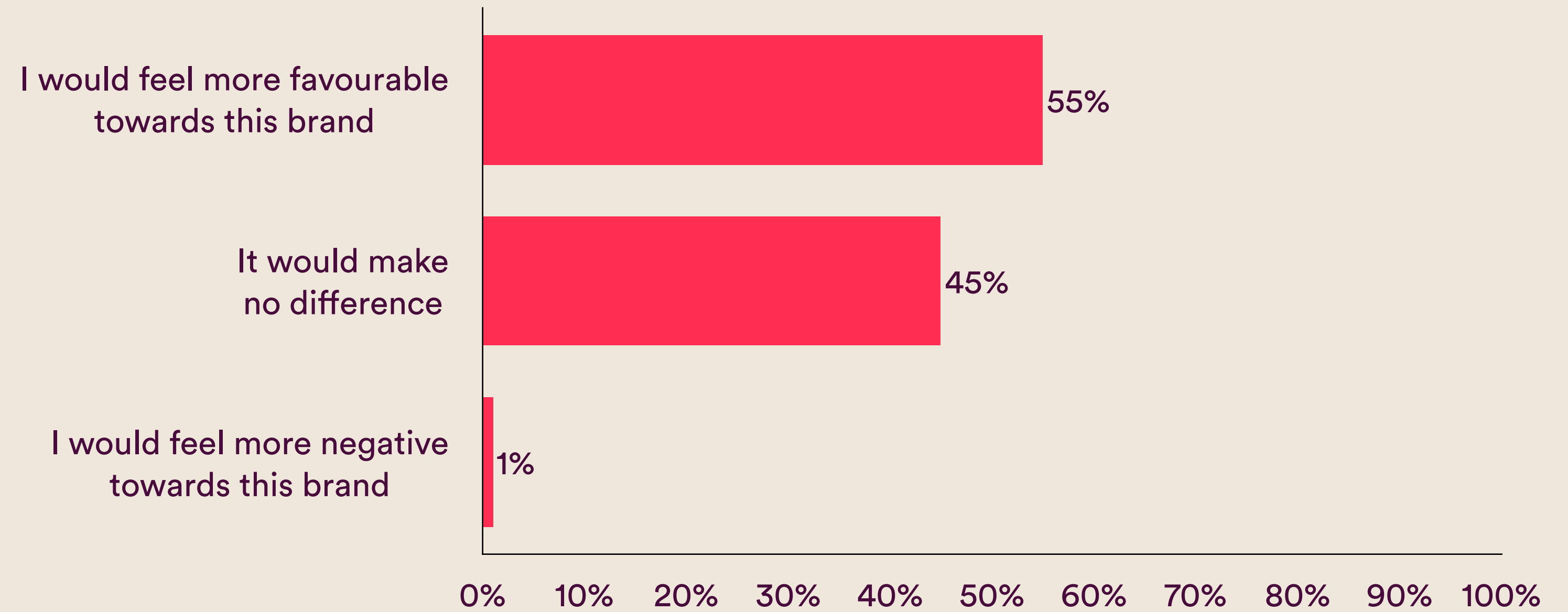
Date: March, 2023  
Brand: Brand A  
Project: Concept Test  
Sample: n=250  
Visualisation: Standard  
Analysis: No  
Presentation: No



# 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





**Thank you.**

For further inquiries and information, contact [hello@foxiq.nz](mailto:hello@foxiq.nz)

