

# BASES QUICK SCREEN

## HIGH-QUALITY AND AFFORDABLE INSIGHTS, OVERNIGHT

- ▶ Do you want to stay connected & get quick feedback on claims, benefits, names and other options?
- ▶ Do you want to learn not just which options are preferred but also why consumers prefer some over others?
- ▶ Are you looking for a fast, flexible & inexpensive way to objectively prioritize among a set of alternative ideas?
- ▶ Do you want to benefit from the ability to get quick insights online instead of face to face?

### BASES Quick Screen can help:

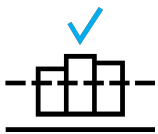
- Assess a wide range of new product **innovation ideas**
- Evaluate different **claims, names, or benefits**
- Prioritize options for **promotional tactics, point-of-sale messaging, or equipment graphics**
- Provide input into new product **ideation & brainstorming sessions**
- Decide between different **logos or potential product formats**
- Provide a pulse check as part of **iterative research or tracking** at different points in time

## BENEFITS AT A GLANCE



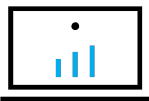
### FAST & AFFORDABLE

Field overnight in most markets. Interactive results in Nielsen Studio allow you to filter, sort, and weight in real time. Export BASES recommendations and key insights into presentation ready format to share with your team and make decisions quickly. Affordable pricing that includes the panel cost.



### HIGH-QUALITY RESULTS

- A precise choice-based exercise to differentiate among alternatives with greater precision across category buyers and subgroups of interest
- Qualitative insights on the “WHY” behind preference through open ended comments
- Customizable questions and attributes to explore other dimensions of strategic importance



### TRUSTWORTHY & FLEXIBLE

Software automation means you're not trading off on the data quality BASES is known for. But, this is not solely a DIY solution, we collaborate with you every step of the way. Customization of questions means the tool can be flexed to address a variety of situations.

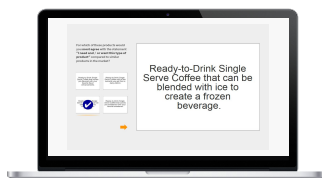
## HOW IT WORKS

### IDEATE



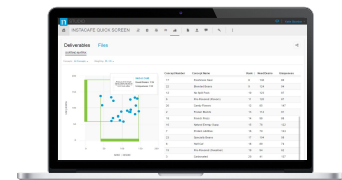
Simply upload ideas or images into Nielsen Studio to centralize and finalize the content.

### EVALUATE



Consumers see several sets of 4 alternatives, evaluate them on 2 dimensions of your choosing (such as relevance & uniqueness) then give qualitative feedback.

### ANALYZE



Interactive results show the ranking of ideas and allow you to filter, sort, and export your results in real time so you can make decisions quickly.