



Propelling Your Brand to the Forefront of Retail Innovation with Concept Testing



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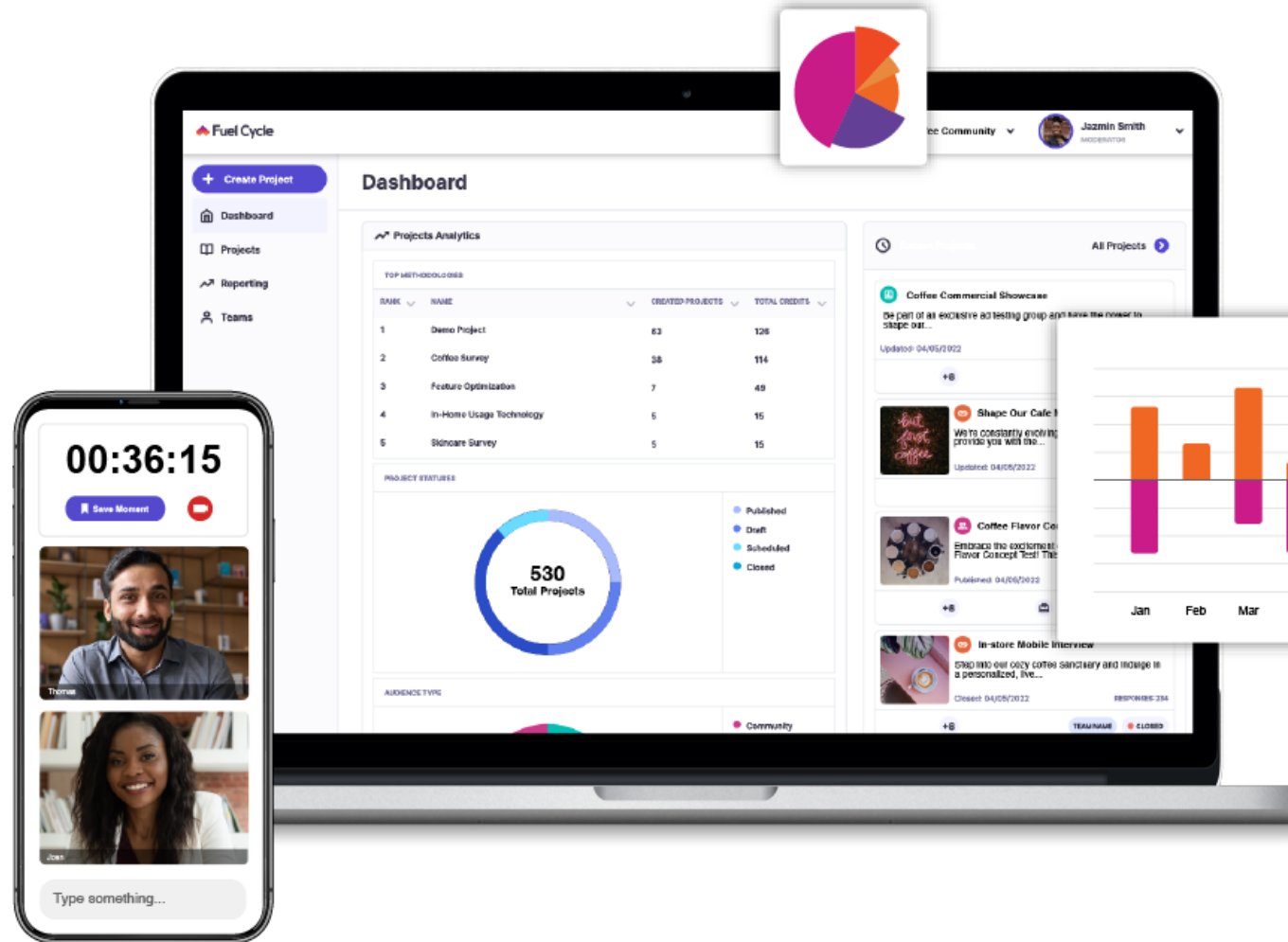




The Fuel Cycle Research Engine

Powering Leading Insights Communities

Decrease time and resources to capture actionable insights that drive confident business decisions for product launches, customer acquisition, and growth.



A Brand Built on Research

The consumer voice is at the center of all we do



Founded in 1889

Hamilton Carhartt, Detroit MI



Dearborn, MI HQ

Family owned (4th generation)



Direct + Wholesale + B2B

Apparel, Footwear & Accessories



// My associates in the business are my closest friends... If it weren't for the fun there is in working with them and being with them, I wouldn't – I couldn't – stay in business. Without sentiment, the work would be too hard.

- HAMILTON CARHARTT, FOUNDER

carhartt ®

+



Fuel Cycle

Key Takeaways



Start as early in the development process as possible



Ensure you have a benchmark



Make sure you are gauging the correct metrics



Bring in Qualitative throughout the Concept Test iteration process



Ensure you know who you are talking to



Iterate often to strengthen the final form.

Iteration requires time and patience.

Set a Benchmark



Original Knit Cuffed Beanie



LINED BEANIE



LED BEANIE

Reminder:

Setting a benchmark may require matching the job to be done, not always the form

Gauge the correct metrics



Common Concept Metrics

- Find it appealing
- Need it
- Want it
- Fits with brand
- Unique
- Solves a new problem
- Solves a problem in a better way



Cooler Name Concept Metrics

- Is appealing
- Fits with brand
- Is Unique
- Conveys a sense of premium-ness

Not all concepts are meant to accomplish the same thing for your brand or for your customer, evaluate them for the job they are intended to do

Add Qualitative Throughout



LINED BEANIE

“I have curly hair that gets messed up by regular hats, this hat might keep my hair date-ready.”

*“The **lining** improves it significantly because it increases the likelihood it is windproof.”*

*“The interior lining does not look like it would stretch and therefore wouldn't work for my **large head**.”*


Knowing how a concept performs matters, but knowing **why** something over or under-performs drives iteration and can impact teams outside of product

Know who you are talking to



Not all concepts are meant for everyone, make sure you are hearing from the target consumer

- Consumer segmentation
- Profiling Points
- Engagement History
- Incentivization



Q&A



Thank you!

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