



Case Studies: Generic Conjoint

Generic Conjoint

Generic Conjoint is the most common type of discrete choice experiments used for:



Disguised case study: Packaging selection for a major FMCG brand

Business problem

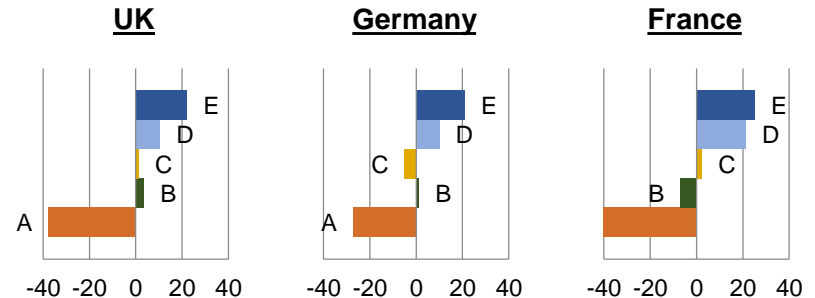
- FMCG Co currently produces DrinkMe, a narrowly-targeted energy drink, in five different packaging options across separate European markets. The company's strategy team identified a cost saving opportunity from rationalising and combining factory facilities into a single location. The combined factory will be able to produce only one or two packaging types
- As part of strategy review, the Insights Team identifies the need to check:
 - Which packaging options are most preferred by consumers
 - If preferences are consistent across the major markets

Research approach

- FMCG Co performed Generic Conjoint, which included its 5 packaging options and 5 potential price levels in UK, Germany, and France
- The project required 6 days to set up, 5 days of which were needed for production of visual stimuli by FMCG Co's designers
- Data collection of 250 responses per market lasted 2 days given the narrow targeting of the audience
- At the request of FMCG Co, Conjoint.ly team assisted on:
 - Review of the research brief and choice of method
 - Review of the study before launch and translation of questionnaire into French and German
 - Post-study review of findings

Outputs and outcomes

- Generic Conjoint confirmed that packaging option E was most preferred across all major markets, even though option D was almost as popular in France
- The study found support the streamlining strategy, helping deliver the pack options consumer want most and save cost for FMCG Co



Investment

£1,851
Cost per country

2 days
Time to insight

Disguised case study: Feature selection for fruit grading machinery

Business problem

- Machine Co is an Australian-based machinery manufacturer, who is keen on launching fruit grading machines into the Australian market. Its new unit will compete with fruit grading machinery imported from US and China
- As part of strategy review, the insights team were tasked to find out:
 - What are the most important features of a fruit grading machinery?
 - How important is price (within the considered range)?

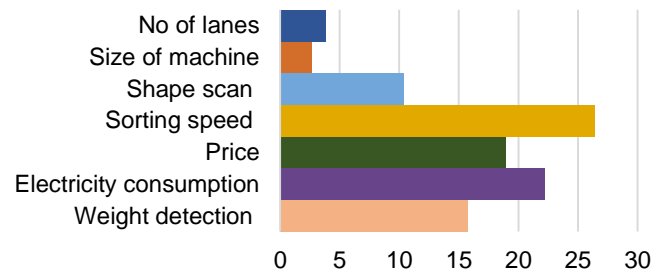
Research approach

- Machine Co engaged Conjoint.ly for a custom project in which Conjoint.ly designed a Generic Conjoint (with input from Machine Co), including 6 key features and 5 different price points for the grading machinery
- Respondents were 200 fruit growers across Australia and New Zealand, sourced through a B2B fieldwork partner. Data collection was complete within 7 days.
- Findings were immediately available upon completion of the project. Conjoint.ly team reviewed the findings and prepared a PowerPoint presentation for reporting, including additional price sensitivity analysis.

Outputs and outcomes

- Generic Conjoint confirmed that sorting speed is the most important feature of a fruit grading machine, followed by electricity consumption, price and weight detection technology. Price (at least on the tested range) was not an overwhelming factor for customers
- The study provided agile and actionable insights to help Machine Co understand key elements of value of a fruit grading machine

Attribute importance scores



Investment

\$7,349
Total cost

7 days
Time to insight

Disguised case study:

Feature selection for credit card offering

Business problem

- Bank Co is a major consumer bank in the US. Given a recent shake-up in competitors' offerings, Bank Co is considering launching a new credit card boasting travel benefits to attract young professionals who lead a mobile lifestyle and travel frequently for work
- As part of strategy review, the insights team identified the need to check how important membership in lounges would be as part of the credit card package for the target market

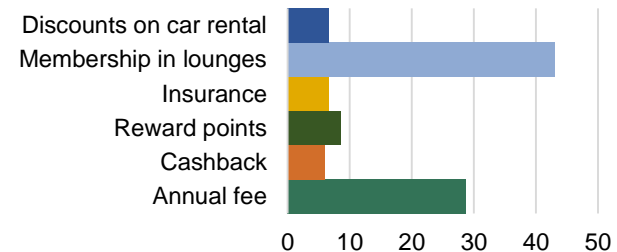
Research approach

- Bank Co performed Generic Conjoint, which included 5 reward features and 4 levels of potential annual fees.
- Data collection of 200 responses was completed in 10 hours given the relative scope of the target audience
- Findings were immediately available upon completion of the project
- At the request of Bank Co, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- Generic Conjoint confirmed lounge membership to be the most important feature for a credit card offering. Consumers were willing to pay up to ~\$250 annual fee for it
- The study provided agile and actionable insights to help Bank Co understand the value of lounge membership before investing in a partnership with the airline companies

Attribute importance scores



Investment

\$3,781
Total cost

10 hours
Time to insight



Automated tools and expert support
for product and pricing research

How Conjoint.ly works: We offer product and pricing research done faster, better, at a lower cost



Conjoint.ly offers **manager-friendly tools for specific research methods** that are trusted by leading companies around the world



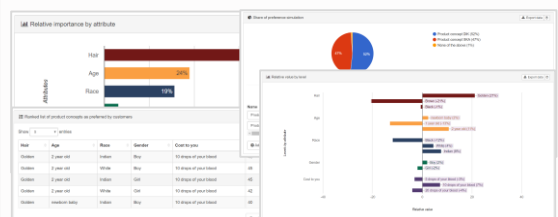
Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**



Importantly, **we enjoy providing support to our users** to ensure your studies meet your research and business needs

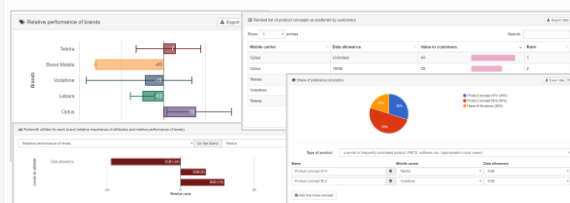
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



Importance of features, attributes, willingness to pay, simulations, etc.

Brand-Specific Conjoint



Preference for brands and features, simulations, etc.

Claims Test



Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



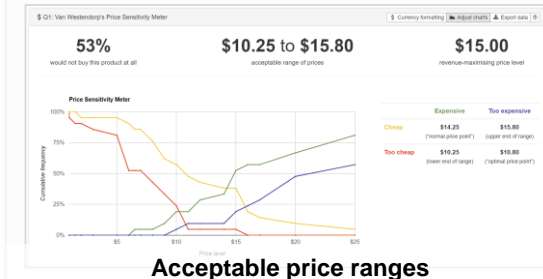
Predictions, consensus history, rationales

Gabor-Granger



Price elasticity curves, optimal prices

Van Westendorp





Acceptable price ranges


All outputs come online and in Excel, segmentable by respondent attributes

How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion


Automated solutions

 Manager-friendly tools and intuitive online reports


 Automated DIY research process (design, sampling and analysis)


 **Costs:** Licence + sample (or BYO respondents)


 **Timeframe:** 5 hours to 2 weeks

 **Expert support** readily available

Custom projects

 Decision-ready reports

 Research process fully managed by us

 **Costs:** Labour + sample (or BYO respondents)

 **Timeframe:** 5 days to 3 weeks

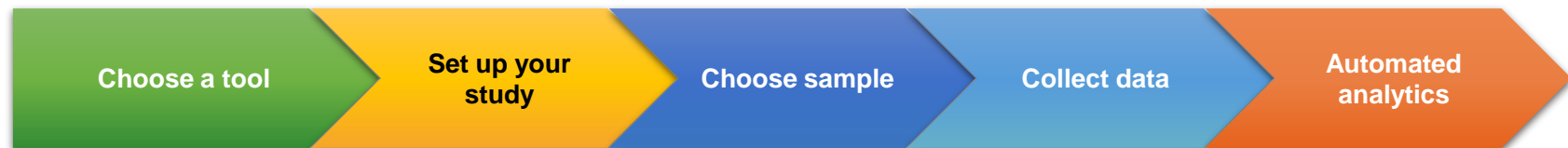
 **Expert support** readily available

“Working with Conjoint.ly was a truly agile experience. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to make several critical product decisions for the business.”

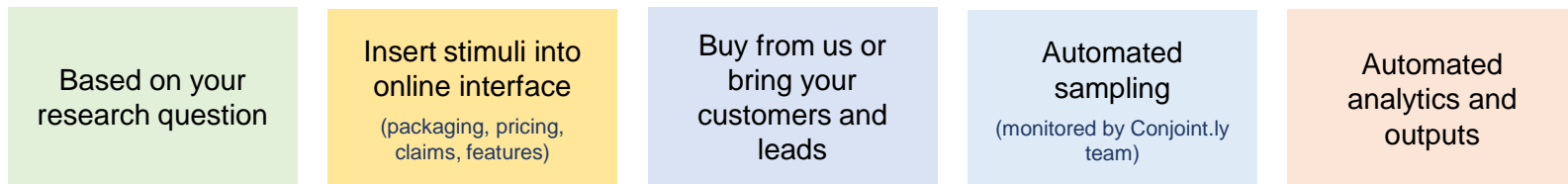
*–Shopper Insights Lead,
Mondelēz International
Melbourne, Australia*

How Conjoint.ly works:

Timeline of a project



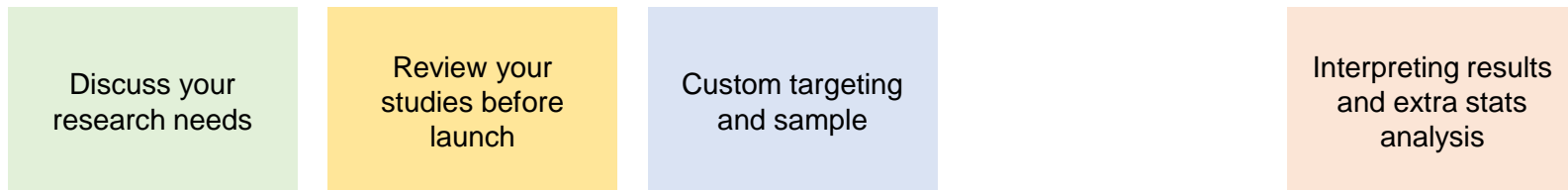
? How it works



🕒 Timeframe



👤 Optional support from Conjoint.ly team (whenever you need us)



Panel sampling with Conjoint.ly:

Three ways Conjoint.ly can help source respondents

Targeted respondents

Pre-defined panels

Custom targeting and sampling

How it works

Choose country, age, gender, profiling questions

Choose a pre-defined audience
(e.g., mothers of babies <12 m.o. in UK)

Ping us for your sample request
(support@conjoint.ly)

Timeframe

5 hours +

1 day +

2 days +

Cost

From \$3 per complete
(quoted online)

From \$4 per complete
(quoted online)

Custom quote

Level of targeting

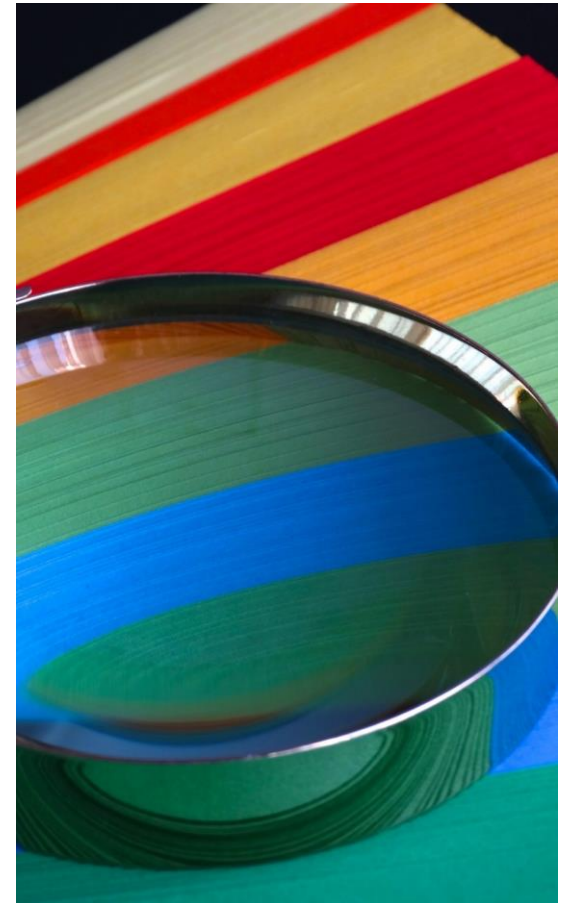
Broadly targeted

Narrowly targeted

Ultra-targeted

How Conjoint.ly works: We will employ state-of-the-art statistical methods

- **We use the most appropriate state-of-the-art techniques by default, not as an extra service:**
 - Efficient and optimal experimental design, confirmed through multiple runs of simulation tests to validate sufficiency of design and optimise sample size
 - Non-trivial randomisation in presentation of options to the respondents to remove confounding effects
 - Hierarchical Bayesian estimation of individual-level preferences for accurate prediction of market shares
- **We lead the way in ensuring response quality in choice studies:**
 - As developers of a survey platform, we care deeply for respondent experience and mobile-readiness
 - We are ruthless and fearless advocates for response quality and we only use quality responses in our analysis, which has material implications for analytical outcomes



How Conjoint.ly works: Our team has supported hundreds of projects since 2016

Our team



Nik Samoylov
Founder

Former Consultant at Bain & Company,
University Medal in Marketing from the
Australian National University



Jason Widjaja
Market Researcher

First Class Honours in
Marketing from Monash
University



Yutian Shen
Market Researcher

PhD in Marketing from the
University of New South
Wales Business School



Mitchell Vanderham
Project Manager



Denis Smagin
Developer



Anna Burunova
QA Engineer

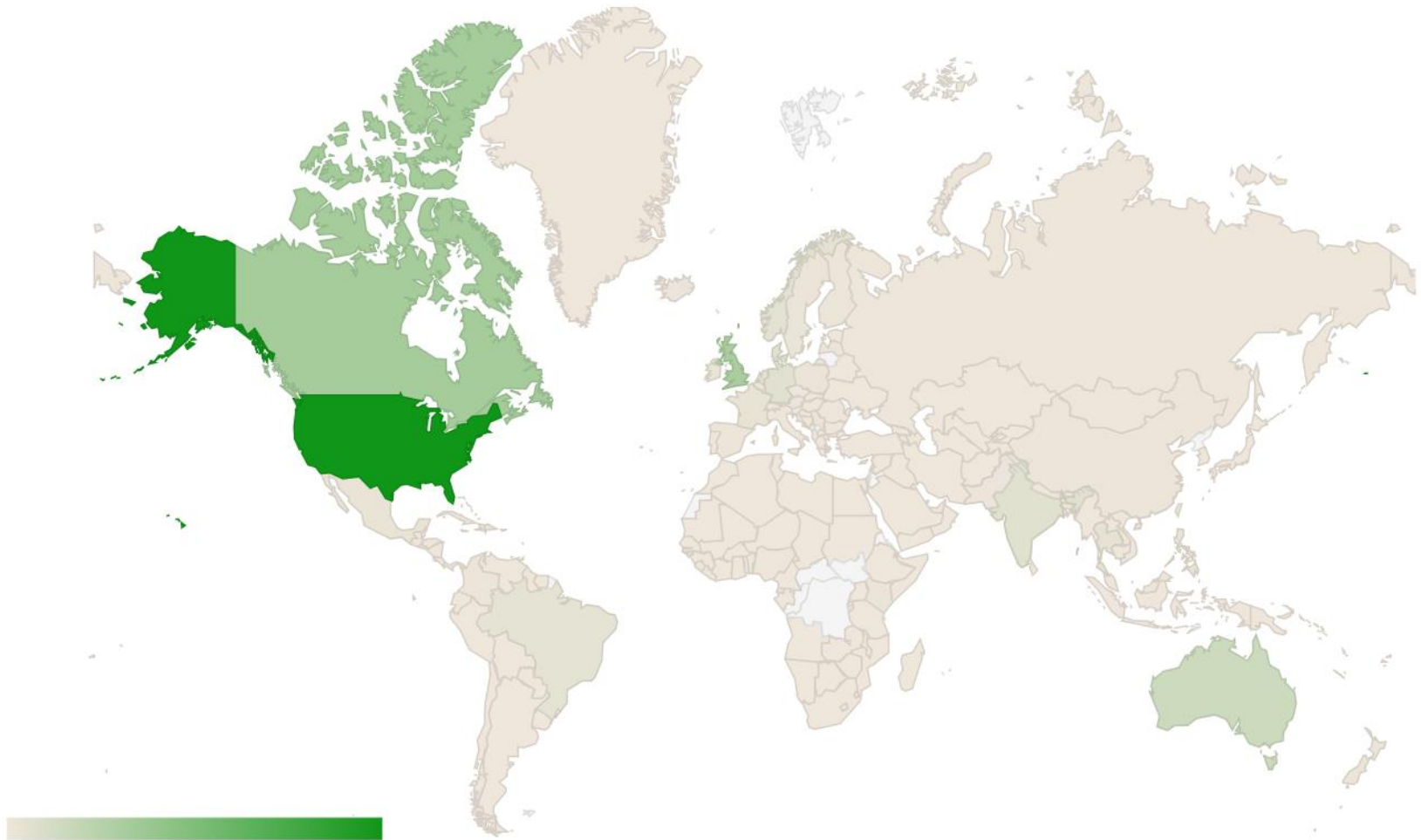


Sergey Pavlenko
Developer

Our story

- Nik started Conjoint.ly in 2016 after 3 years at Bain & Company, a top-tier strategy consulting firm, with the mission to bring discrete choice experimentation within reach of corporate researchers
- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment
- Conjoint.ly has a strong roadmap for 2019 with a number of product and pricing methods in development

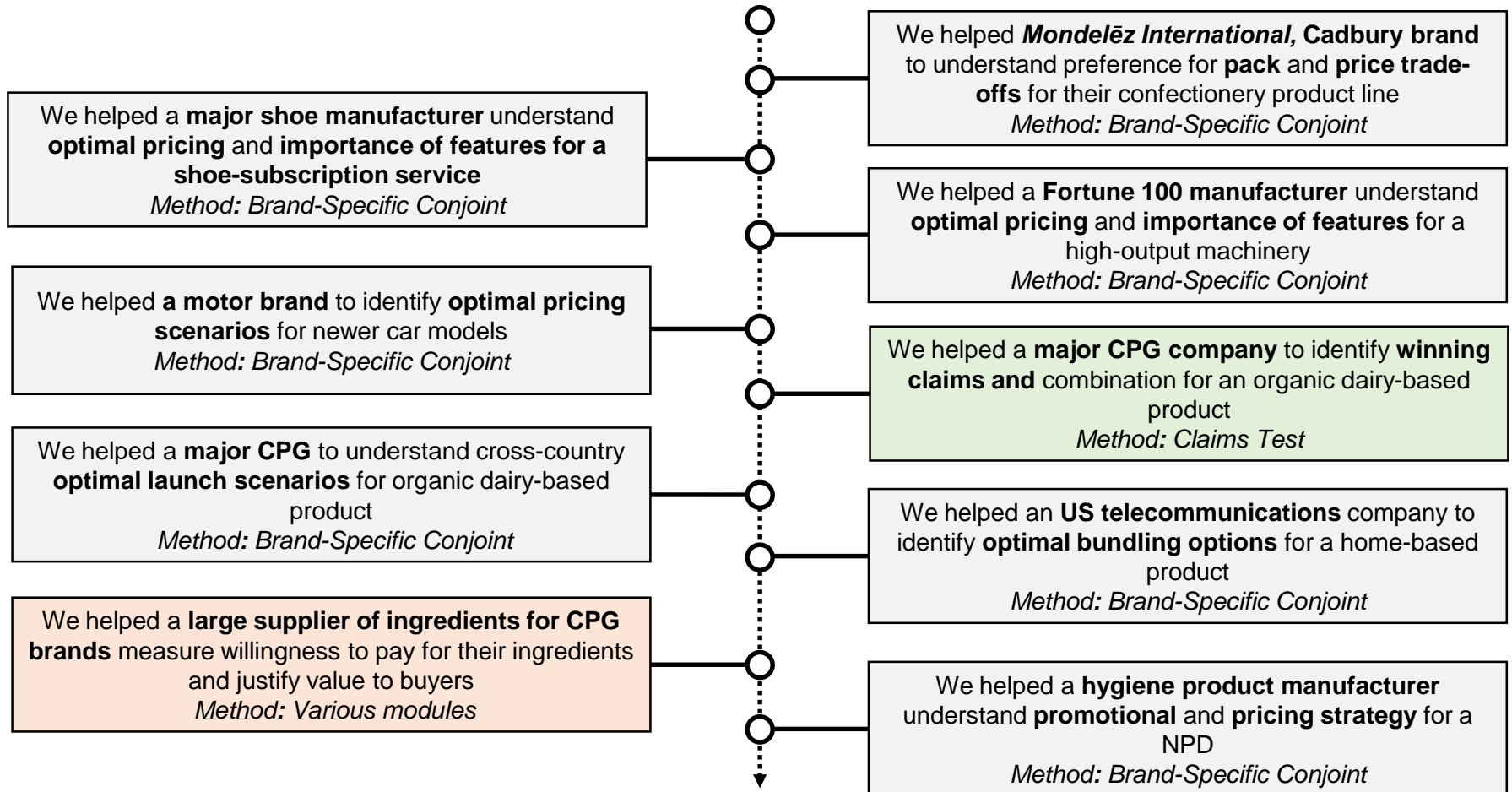
Geography of previous engagements: Our projects are primarily in North America



Note: Most intense green colour indicates countries where we collected most responses

Our experience:

Some of our notable custom projects



Next steps



Log onto [Conjoint.ly](https://conjoint.ly) to explore example interactive outputs



Schedule a call with us for a demo or to discuss an upcoming project: www.conjoint.ly/consultation



Any questions? Happy to answer on support@conjoint.ly

