

## Crowdsourcing

*is a scalable online means of initially screening new products, ideas, or advertising concepts*

### BrandIQ can help YOU:

- Bring **fresh** and **innovative** ideas to the **creative process**
- Gain early **first-hand insight** on your ideas based on your **target customers' desires**
- **Explore** problems at a comparatively low cost very **quickly**
- **Develop projects iteratively** thus enabling quick, subsequent improvements with **more feedback** than many other research tools

### Potential Uses

- ✓ Multiple iterations in early stage creative development
- ✓ A-B testing
- ✓ Initial screening of new product or promotional ideas
- ✓ Initial testing of new website pages
- ✓ Fast reactions from the market on any business question

### Reliable Insights - Fast



### A New Stage Gate Product Development Process

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