



Q'CEPT

CONSIDER THIS ...

THE CONSTANT BOMBARDMENT of messaging that consumers receive is an unfortunate reality. The challenge today is to cut through the clutter with messaging that resonates with them on a personal level. The solution is to speak to them in their words – the ones that tap into what matters the most to them.

HOW QUESTER HELPS BUSINESSES APPROACH BUILDING A CONCEPT

There is no question that developing a successful concept is an art. While concept building strategies vary across companies ... and net hundreds of ideas or creative applications that have traditionally needed to be narrowed down through several phases of research and testing ... the end goal remains the same: finding THE concept that reaches through the clutter.

Quester takes a different approach with two comprehensive platforms to help clients build the optimal concept. One helps companies build their concept from the ground up while the second takes an existing concept and prioritizes, sets context and develops guardrails ahead of the creative process. The unifier in this approach: the language of the consumer.

CONQUEST

- A single-phased approach that starts with fact statements that form the foundation of the concept and are simple, concrete and not subject to opinion.
- The process of guiding hundreds of consumers to:
 - Assess the importance of each statement,
 - Evaluate the meaning,
 - Build it into their own understanding of the key concept elements.
- The output is straightforward, impactful and inspiring ... a concept developed based on consumer thoughts, perceptions, emotions and ideas ... along with hundreds of rich consumer stories to serve as a spark for the agency.

CONCEPT DECONSTRUCTION

- Our approach starts with the winning concept, and provides a “diagnosis” of each individual component to lead creative. We help understand:
 - What stands out.
 - What did they miss.
 - What doesn't make sense.
 - What truly drives purchase intent.
 - Which benefits are driving the strongest emotional connections.
 - How consumers articulate each component.
- A benefit ladder exercise is also added to show how the functional elements of the creative ladder back to the end emotional benefit for each consumer:
- The result provides the roadmap for execution by providing a solid translation from the concept phase to the creative.