

QRi QualiQuant®

Concept Lab™

Insightful & Diagnostic Evaluation of Concepts

Don't let Concepts and Ideas get through to execution when they are not at their optimum. This can have a negative impact on sales and **brand reputation**.

Concept Lab™ is designed to enable an **in-depth understanding** of the appeal and potential of your Concepts or Ideas.

Concept Lab's™ diagnostic approach evaluates the potential of your ideas and also allows you to fine-tune your concepts.

Concept Lab™ enables you to **evaluate, develop and optimise** written concepts or fully worked-up ideas, as well as feeding into "Go!" or "No go!" decisions.

Through the use of **projective enabling techniques** we provide an **in-depth analysis** of Emotional Engagement, Comprehension, Uniqueness, Credibility, Brand Fit, User Image, and Likelihood to Purchase.



QRi Consulting
Strategy - Depth - Insight

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