

DISCUSSION GUIDE EXTRACT - POSITIONING

STIMULI – The first exercise I'd like you to do involves getting your thoughts on some descriptions of these [products]. Keep in mind that these are not advertisements or statements that you would see in the marketplace. Rather, they are just ways Company X could potentially choose to talk about their [products], highlighting various features or benefits.

Each of these product descriptions will be presented to you in the form of a written concept. I'm interested in understanding what you think about each of these concepts. You'll see them one at a time, and then I'll ask you a series of questions about each one. Here's the first one...

STIMULI: CONCEPT ROTATION – X 5 Positioning Statements

1. How appealing do you find this product description? I'm looking for your gut reaction.
 - A. I love it!
 - B. I like it a lot
 - C. I like it somewhat
 - D. I don't like it very much
 - E. I don't like it at all
2. What specific words or phrases do you like most about this description and why?
3. What words or phrases do you like LEAST and why do you say that?
4. Based on this description, how well do you think this product would fit with you and your needs?
 - A. Fits extremely well
 - B. Fits well
 - C. Fits somewhat
 - D. Does not fit very well
 - E. Does not fit at all
5. Tell me, how does this product description differ from how you'd talk about other similar products, if at all?
 - 1) Extremely different
 - 2) Very different
 - 3) Somewhat different
 - 4) Not very different
 - 5) Not at all different

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6. How well do you think this description fits with Brand X?
- A. Fits extremely well
 - B. Fits well
 - C. Fits somewhat
 - D. Does not fit very well
 - E. Does not fit at all
7. Based on this description, how likely would you be to buy this [product] if it were available to you at a reasonable price?
- A. Very likely
 - B. Somewhat likely
 - C. Neither likely nor unlikely
 - D. Somewhat unlikely
 - E. Very unlikely

END – Concept Rotation

STIMULI – Now I'd like to show you all the options together. Please use your scroll bar to view them all again.

8. Thinking about all of these product descriptions or concepts, which one do you like the best?
- A. Statement 1
 - B. Statement 2
 - C. Statement 3
 - D. Statement 4
 - E. Statement 5
9. Please repeat your favorite choice and tell me why you chose the one you like best (For example: "I like Statement 2 the best because...").

Probing Section

STIMULI – Now we're going to talk about a few of the individual product descriptions again, one at a time.

STIMULI – Positioning Statement 1

10. What, if anything, would you do to improve this idea?