

# Example Concept Standard

Concept standards are essential. Standards make the results comparable across all concept tests.

1

2

3

4



1

5

6

## Introducing Elation Facial Crema, All-Natural Facial Care

Tired of artificial formulas that fail to deliver on their promises? Elation's Facial Crema is an all-natural facial-care system that cleans and protects your skin from harmful pollutants.

Elation Facial Crema System:

- Evens skin tone
- Minimizes pores
- Brightens dull skin
- SPF 30
- Hydrates and nourishes
- Promotes soft skin

Elation's Facial Crema is made from all-organic and responsibly farmed ingredients, including, starfish extract, aloe vera, tea tree oil, almond oil, organic beeswax.

Size: 8oz

## Each Concept Must Have:

1	Headline	5	New Product Description and Benefits
2	Brand Name	6	Neutral Prose
3	Illustration of Package	7	Same Layout, Fonts, and Font Sizes
4	Package Size Reference		

- Branding:** We recommend testing concepts branded; brand names suggest and imply things about the product itself.
- Pricing:** We recommend testing the concept unpriced first, and then testing it priced later in the questionnaire. The main advantage of testing the concept unpriced first, is that it permits a series of pricing expectation questions.