



New product development is essential for many companies. The process involves identification, evaluation and prioritization of 'product concepts'.

Primary research is used to gain insights for evaluating new product concepts; concept screening among end-users is often done using online surveys.

Online surveys have become standard operating procedure for new product concept screening. Online surveys provide a number of benefits for testing new product concepts:

- Fast and consistent application
- Multiple concepts can be compared
- Highly targeted reach
- Relatively low cost

#### **About Goldmarks**

Founded in 1997, the company provides market research and concept screening services to brand owners, licensees, agencies, and consultants

- Concept screening using online surveys is a core competency
- Experience across hundreds of categories in B2B and B2C
- Extensive work in automotive, food & beverage, and housewares

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