

Performance Testing for Pilot Pens



Challenge

This brand came to us as an established brand in the pen category, wanting to understand:

- Performance in various use cases, across a number of key KPIs
- Most unique consumer benefits and salient differentiators for marketing
- Points of superiority to leverage in both consumer marketing and trade decks

Solution

We packed and shipped product to a mix of better for you moms, discovery-oriented college students, and Millennial professionals for agile in-home testing in just 6 days.

120 Product samples sent nationwide

90% Survey completion rate from targeted Highlighters

5 Days from product receipt to initial data

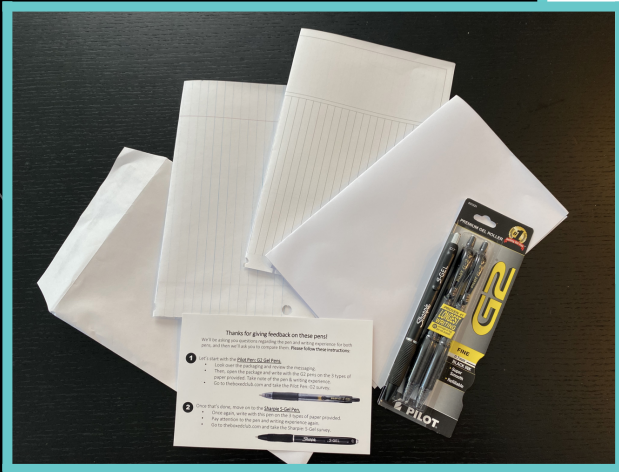
Result

In less than 10 days, the Pilot team had their results, understanding how their pen performed across a variety of consumer archetypes, and perceived differentiators and benefits that matter most, using consumer-friendly language.

What we delivered:

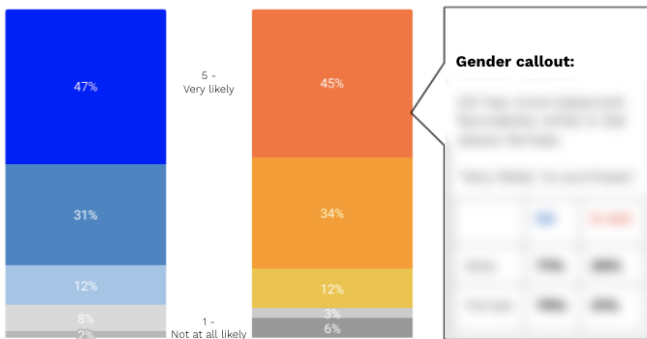
- Instant access to a live dashboard of results coming in on day 1
- Understanding of key drivers of interest and product fit among different demographics
- Evaluation of pen performance across several different paper types
- Follow-up feedback from re-contacts, deep-diving into learnings from phase 1 quant





Data-Driven Insights

- 1 While both the G2 and G-Gel pens receive strong purchase intent, G-Gel is favored when a single choice is forced.
- 2 Comfortable grip, smooth writing, and quick drying are top priorities when it comes to shopping for a pen.
- 3 On these priority matrices, G-Gel stands out for comfortable grip and smooth writing, while G2 wins on quick drying (though performance remains high overall).
- 4 G2 has universal appeal across gender and is especially favored among loyal G2 users. G-Gel appeal shows female, toward those who don't use G2 pens as often.
- 5 There is strong interest in the new G2 concept, with "G2 Edge" and "precision tip" being the most appealing name and descriptor.



Curious how we can drive the same results for you?

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