



smart
service

FASST

FLASH ANALYSIS
SMART SYSTEMATIC TEST ®

Support Document

■ Welcome

Welcome to this support document that will serve to explain further what **Smartketing** can do for your company.

In this occasion we present our service:

FLASH ANALYSIS SMART SYSTEMATIC TEST ®

■ Background

FASST is a methodology that forms part of the innovation and development of new technologic products of Smartketing.

This methodology arises from the concern of the client when the need of a fast quantitative answer is a must.

Main advantages are the response time (1 day as a maximum), besides incorporating a rotation model while exposing to the different stimuli and a qualitative stage, compensates not having open ended questions in this test (elements not considered in the models of the competitors).

■ Definition

Taking in to consideration all the advantages that the previous models lack of, FASST is a complete methodology, qualitative and quantitative, that provides acceptance or rejection of an idea, evaluates the performance and profile of a product, as well as deeply understand the communication attributes, spontaneous comments, emotional and functional associations and affective and rational elements.

■ Definition

In this way, in less than a week you can obtain a quantitative answer about elements that, due to chronograms, could not be evaluated in a reliable statistical manner, with the kindness of additional qualitative insights of consumer about punctual aspects (pros, cons, drivers, stoppers, likes and dislikes).

■ Objective

The main objective of FASST is to obtain consumer insights on determined product or commercial idea, with actionable information at any stage of the product, in aggressively short timings, and maintaining the benefits of the product rotation and spontaneous consumer comments.

■ Methodology

■ Quantitative Stage

Allows to assess, in an immediate way, the acceptance or rejection of an idea or product, as well as the specific attribute evaluation on specific performance or communication attributes.

Can be conducted through an interactive interview where the panelists are exposed to different visual and testing stimuli in a controlled environment (halls or rooms), where panelists discriminate, evaluate and provide their own judgment over the acceptance or rejection of an idea or product.

■ Qualitative Stage

Deeply understand the key communication elements of an idea or produce, as well as the emotional and functional associations, and the rational and affective elements.

Can be conducted through FGI's or exploratory triads with an approximate length of 2 hours, using pre-selected panelists from the quantitative stage, with predetermined evaluations on purchase intent and ranking of preferences for the winning ideas.

It is important to mention that the criteria to select the qualitative panel will not be always the same, but those that enrich the insights (eg: those who negatively evaluated the concept, or those who approved or rejected a determined stimuli), providing larger or stronger information.

■ Rationale

FASST combines the two main kinds of investigation (quantitative and qualitative) to know and deeply understand the key elements of a product, performance, functionality, communication and image.

FASST includes a statistical analysis according to the specific needs and objectives of a product.

It can include an added value such as a semiotic analysis of the ideas or products.

It is a flexible methodology in terms of deliverables and timings.

It provides final quantitative results within a day after the data collection.

Deliverable in Excel ®, and SPSS ®, databases.

Use of avant-garde technologic resources.



■ Reach. When to use it?

Products or prototypes newly introduced to a project, being able to face its feasibility vs. previously tested products in a reduced time.

When you have previously considered, due to reduced available time, to conduct a project under the FASST approach with statistical significance, in times even under FGI's.

If you have planned to launch a product without any market testing under the consent of all the marketing area, FASST can offer a winner, with a response time under the conventional tests.

It is important to consider that FASST is not an upgrade of the standard quantitative tests, being a complement and not a substitute of these tests, and should be used just in extreme deadline cases.



Oklahoma 151
Col. Nápoles
México D.F. 03810
Tel. (52 55) 5687-9091
Fax. (52 55) 5687-9311

www.smartketing-research.com