



# GARBAGE IN GARBAGE OUT

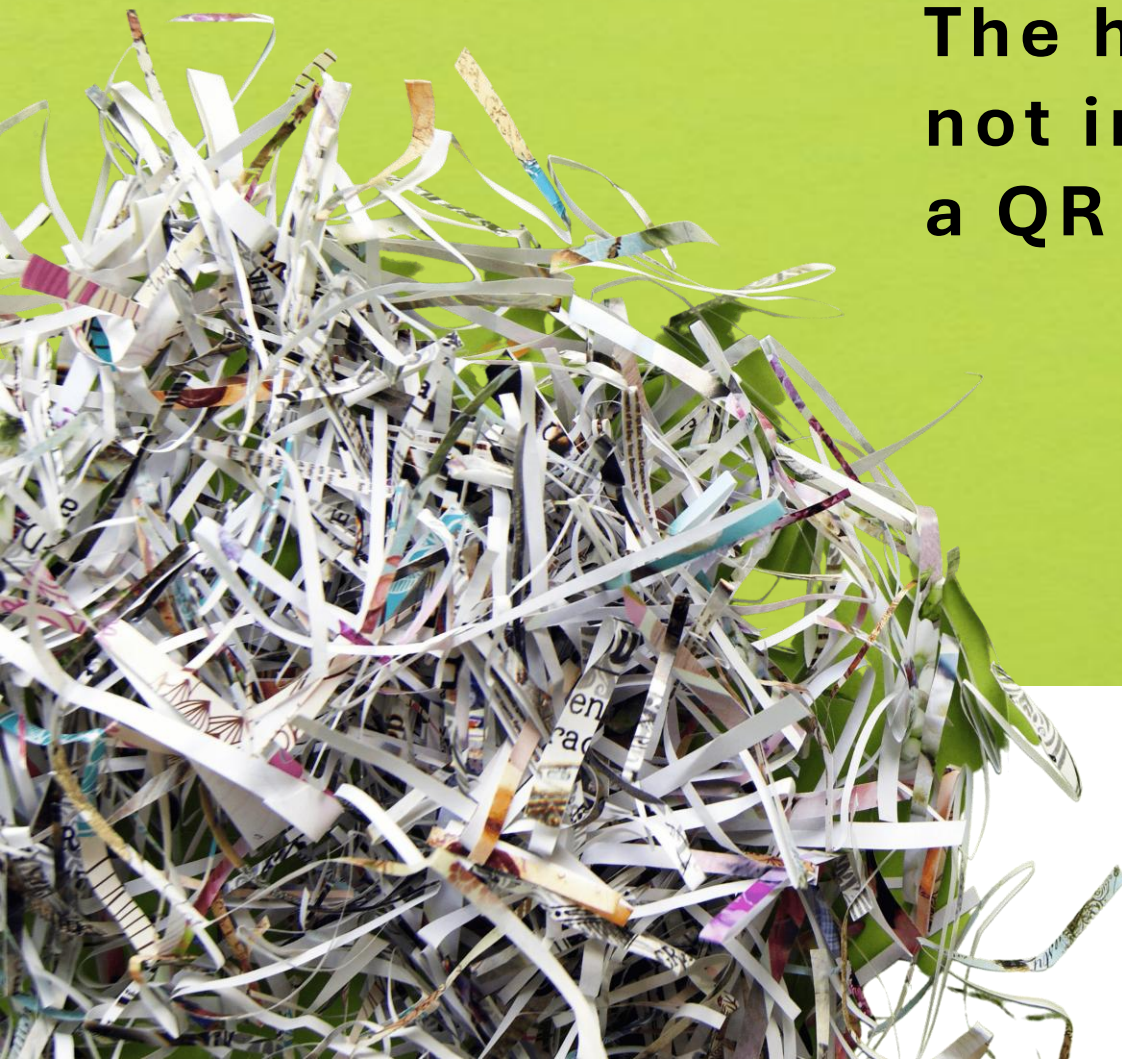
KEYS TO DEVELOPING GOOD CONCEPTS

Charlie Grossman & Tom Rich | The Quirks Event NYC | July 24, 2025

Herbalife<sup>®</sup>

THE ART & SCIENCE OF MARKETING





**The handout contains loads of stuff not in the presentation. There will be a QR code you can scan at the end.**

**Herbalife** 

THE ART & SCIENCE OF MARKETING





We  
want  
you  
to...



...think  
differently.



75-95%  
of new products fail





# Key Principles For Stimuli



# ***Principle:***

A concept is  
a question





“What’s the best way  
to describe our  
brand’s benefits?”





“Is that cool new  
packaging technology  
applicable to our  
brand?”



“Should we put our  
brand on a line of  
breath mints?”



# **Colgate<sup>®</sup>**

# **Beef Lasagna**



**KEEP FROZEN**

**NET WT. 14 OZ**





“Do our users agree  
with our perceptions  
of their beliefs and  
values?”

“Is \$4.99 too much  
for a cup of mediocre  
gas station coffee?”





# 4

Rules and  
best practices  
for questions  
in market  
research



Rule

1

Be clear and specific



# Rule 2

Ask one thing at a time

# Rule 3

Use the right  
terminology



Rule

4

Don't lead or suggest

## ***Principle:***

# EVERYTHING

# EVERYTHING

in it





***Principle:***

# Focus is essential

*Eliminate unnecessary:*

- Imagery
- Branding
- Persuasive language
- Price point
- Retail availability
- Varieties
- Usage description
- Etc.

# Avoid the 'kitchen sink' concept

- One benefit
- One (ok, maybe two) RTBs
- Minimize persuasive language
- Minimize usage descriptions







# Avoid the 'jetpack' concept

- Don't game the system
- Avoid unnecessarily bright colors, titillating images, trendy varieties, etc.

Do your  
homework!







# Who am I

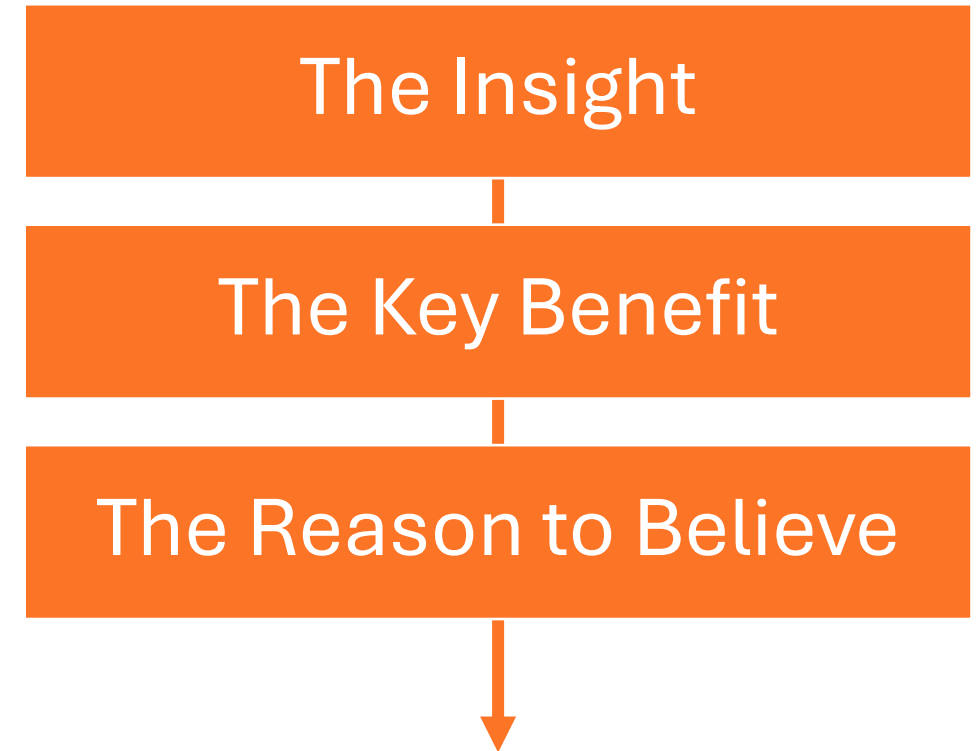


What is my **purpose**?

What makes me **unique**?

How can I demonstrate my **value**?

# Your Homework: Know These 3



A good concept links these three together, and is linked to the research question



# The Insight



- AKA “Accepted Common Belief”
- A need in the marketplace
- Should be derived from consumer research
- Can be stated in the first person (“I wish there was a product that delivered...”)

# The Key Benefit



- What our product or service does to help the consumer
- Must be linked to the insight
- The concept should focus on one key benefit



# The RTB (Reason to Believe)

- How the product delivers the benefit - gives credibility to the promise
- Can be ingredients, endorsement, lab test results, etc.



# Formula 1 Instant Nutritional Shake Mix

## Convenient, On-the-Go Nutrition

### Insight

I want to maintain a healthy, active lifestyle, but eating a nutritious meal on the run isn't easy.

### Benefits

Formula 1 Instant is a satisfying meal that's quick and easy to prepare (just add water and shake it up).

### Reasons to Believe

Formula 1 is specially formulated by Herbalife to provide an ideal balance of 20g protein, 24 vitamins and minerals and an excellent source of antioxidants to help satisfy your hunger and give you lasting energy.

### Price/Key Information

The retail price of this product is \$43.75 for 30 servings.

### Image





# Summary

## Do your homework!

Know your insight, key benefit, and RTB

- All 3 must be linked together and tied to research question

## Focus is essential

Remove extraneous information

Avoid the Kitchen Sink Concept

## Don't overpromise!



# Thank you!



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# Thank you!



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the handout!

