curion

Consumer Insights. Delivered.

Beyond Liking: Curion Score™ Approach Transcends Traditional KPIs.

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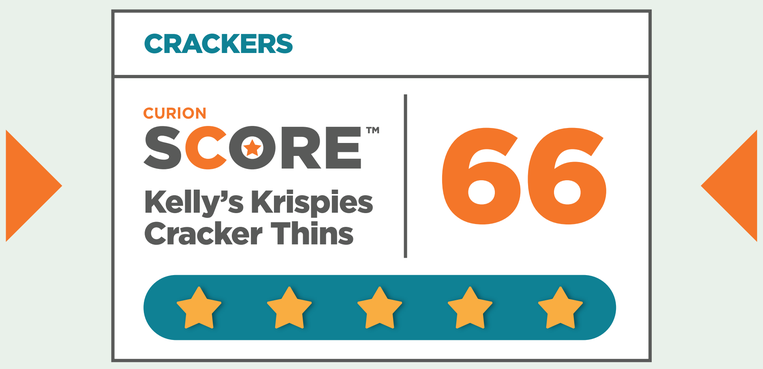


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What Is Curion SCORE™?

- **Curion Score** is a proprietary metric that evaluates product performance beyond simple Overall Liking by incorporating key hedonic and diagnostic attributes.
- It accounts for unique context effects and biases, ensuring that results are normalized.
- The **Score** adjusts for variances caused by differences in test design.
- It serves as a Total Performance measure, offering category-specific insights and optimization considerations.

Getting From SCORE™ to Category Comparison.



Curion Score Is Calculated At The Individual Level Your Study
Every day, all new scores are added to our database

We Compare Your Score Versus The Category
We conduct a comparison for given category and calculate a percentile

Percentiles Are Simplified Into Our Star Ratings System
Easily view your ranking in our simplified scoring system

1 2 3

Stars	0.5	1	1.5	2	2.5	3	3.5	4	4.5	5
%tile Cut Offs	0% - 9.99%	10% - 19.99%	20% - 29.99%	30% - 39.99%	40% - 49.99%	50% - 59.99%	60% - 69.99%	70% - 79.99%	80% - 89.99%	90% - 100%

Why Simplify?

Our analysis estimates that about a 10% difference in category performance is meaningful, so we reduced the resolution of the scale and turned it into stars to dive discussion towards meaningful differentiation.

Two Case Studies:

Not all results are straightforward. Sometimes making recommendations can be challenging using traditional action standards. Curion Score serves as a holistic metric to help with decision making.

Category #1

	Test Product 1	Competitor 1	Test Product 2	Competitor 2	Action Standard
Overall Liking (9 pt. mean)	6.1	5.9	6.0	6.0	>6.5%
Worse Than Expected (5 pt. B2B%)	38%	45%	36%	39%	>20%
CURION SCORE Product Performance Measurement.	★★★★½	★★★★☆	★★★★½	★★★☆☆	

Category #2

	Test Product	Competitor 1	Competitor 2	Action Standard
Overall Liking (9 pt. mean)	6.0	6.1	5.4	>6.5%
Worse Than Expected (5 pt. B2B%)	38%	33%	38%	>20%
CURION SCORE Product Performance Measurement.	★★★★½	★★★★☆	★★☆☆☆	

Discussion:

None of the products in either categories achieved the action standards, but Test products received a higher Curion Score compared to the competitor. This suggests that some categories are low scoring by nature where traditional action standards may not always apply.

Given the category specificity of Curion Score™ , it gave the R&D teams greater confidence to empower their decision making with full category context. Test products moved forward in the process toward a successful launch.

Curion Score vs. Overall Liking

	Curion Score	Overall Liking
Measures Hedonic Delight	✓	✓
Is Comparable Across Studies	✓	
Changes With The Number of Products		✓
Has Normal Distribution For Accurate Statistics	✓	
Takes Into Account (Some) Individual Differences	✓	
Is Measured At The Individual Level	✓	✓

Use Overall Liking For:

- Analyzing Data Within A Study
- Comparing Across Products
- Penalty Analysis Within Studies

Use Curion Score For:

- Everything To The Left Plus...
- Incorporating Category Perspective
- Comparing Performance Across Studies
- Introducing A Composite Performance Measure That Incorporates "optimization"
- Drivers Analysis

Presented at SSP 2024

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