Finding the Winning Concept Before Launch

CATEGORY **Skincare**

1 Business Challenge

A skincare business was evaluating multiple concepts for a new product aimed at consumers with a specific skin concern. It needed to identify the concept with the strongest combination of relevance, differentiation, credibility and purchase potential.

The target audience could not be treated as generic skincare shoppers. Existing familiarity with the brand could materially affect how consumers interpreted the concepts and the proof they expected.

2 What ZCoded Did

ZCoded recalibrated the initial personas to represent existing users within the relevant skin-concern context. The Digital Twins incorporated brand relationship, category expectations, skin concerns, purchase behaviour, trust drivers and reasons for switching.

Each concept was evaluated independently through the behavioural simulation engine. The assessment covered need fit, believability, differentiation, value for money, trust signals and purchase intent, supported by simulated qualitative reasoning.

3 Key Insight

One concept offered the best balance between a relevant consumer problem and a believable solution. Other concepts revealed two different weaknesses: familiar ideas lacked meaningful differentiation, while more distinctive claims created a higher burden of proof.

Novelty did not automatically translate into purchase intent. Consumers needed a clear connection between the innovation, their existing problem and credible evidence for the claim.

4 Outcome and Action

The team received a rank order of concepts across the decision metrics, together with persona-level diagnostics explaining why each concept gained or lost support.

Decision enabled Advance the concept with the strongest launch potential and strengthen its proposition, proof points and messaging before further investment.

COMMON METHODOLOGY

ZCoded combines relevant source data, rigorously configured AI models, established behavioural frameworks and the category context in which choices are made. Personas and Digital Twins are refreshed with updated inputs when available and tested under a consistent simulation design, enabling like-for-like comparison across concepts and audiences.