Identifying the Winning Innovation Before Launch

CATEGORY **Decorative Paints / Home Improvement**

1 Business Challenge

A paints business was evaluating three premium product concepts built around different innovation stories. Success required consumers to understand the technology, believe the benefit, see a meaningful difference from existing solutions and feel reassured enough to pay a premium.

The decision was which concept could sustain that complete journey from comprehension to purchase intent.

2 What ZCoded Did

ZCoded created behaviourally distinct Digital Twins reflecting aesthetic orientation, urgent brand verification, checklist-led evaluation and time-pressured decision making. Each Twin evaluated all three concepts independently.

The simulation assessed relevance, need fit, believability, differentiation, trust, value perception and purchase intent, while capturing the reasoning behind each response. The findings were then compared with independent qualitative consumer research.

3 Key Insight

One concept clearly emerged as the strongest because consumers could translate its technology into protection, durability and premium performance. A second communicated premium cues but left its functional advantage unclear. The weakest created associations outside the category, reducing technical credibility.

Trust and proof were the gateway to premiumisation. Consumers wanted quantified claims, demonstrations and clear reasons to believe before accepting the premium promise.

4 Outcome and Action

The AI simulation and subsequent classical research independently identified the same winning concept. They also aligned directionally on its core consumer mental model, the importance of proof and the credibility weaknesses of the other concepts.

Decision enabled Prioritise the winning concept and build a stronger proof architecture around the claims most likely to support premium value.

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.