RAYDENFIELD

Demonstration Product Validation Brief

Ready-to-Drink Beverage Launch

A worked example showing how Raydenfield can structure evidence around demand, audience, pricing, differentiation, channel fit and commercial risk.

IMPORTANT

All respondent counts, percentages, competitor references and recommendations in this document are synthetic demonstration data created only to show report structure. They are not market findings, client results or claims of past performance.

Sample scope

Decision question	Is the concept strong enough to justify a controlled market test?
Demonstration evidence	240 synthetic survey records, 6 illustrative competitor references, 3 simulated price points
Output	Evidence summary, pricing signal, objections, channel priorities, risk register and test recommendation

01 / Executive Decision Summary

The evidence suggests a testable opportunity - but not an automatic go-ahead.

In this demonstration scenario, initial concept appeal is stronger than stated purchase intent. The gap indicates that curiosity exists, but the offer still needs sharper value communication and a more defensible price-value relationship before wider rollout.

68% Concept appeal	**44%** Stated purchase intent	**■79-99** Most accepted simulated price band	**2 / 5** Major launch risks still open

Decision recommendation

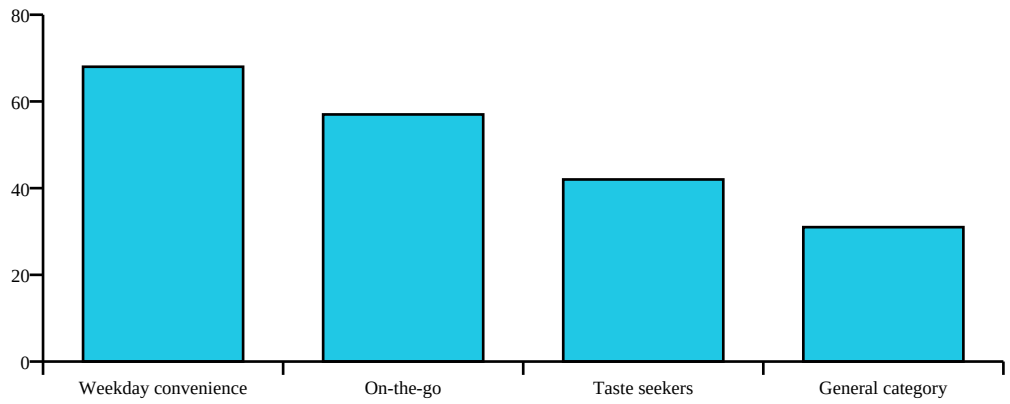
REFINE + CONTROLLED TEST	Proceed only to a limited test after strengthening pack communication, validating availability expectations and testing the ■79-99 price band against a comparable alternative.

What would change the decision?

Signal	Current demo status	What to test next
Need relevance	Promising	Segment-level problem intensity
Price acceptance	Conditional	Blind price test vs alternatives
Differentiation	Weak-to-moderate	Message and packaging variants
Channel fit	Unresolved	Discovery + availability test

Interest is concentrated in two audience situations, not evenly distributed.

Averages can hide the actual commercial opportunity. In this demonstration, the stronger signal comes from people seeking a convenient weekday consumption option rather than from the broad category audience.



Illustrative interpretation

Priority audience: convenience-led weekday users. **Secondary audience:** on-the-go users. The broad category audience is less attractive because stated need intensity is lower and alternatives are plentiful.

Segment	Demo appeal	Demo purchase intent	Interpretation
Weekday convenience	74%	52%	Best initial test segment
On-the-go	65%	46%	Promising, channel dependent
Taste seekers	59%	38%	Needs stronger differentiation
General category	49%	29%	Low priority for first test

The concept does not fail on interest; it weakens when value and availability become concrete.

This is where a validation report should move beyond "people liked it". The decision depends on what happens when respondents compare price, alternatives and purchase conditions.

Simulated price point	Would consider purchase	Reading
■69	58%	High acceptance, margin pressure possible
■89	49%	Best balance in this demonstration
■109	31%	Requires stronger perceived value

Top simulated objections

Unclear difference from alternatives	**27%**
Not sure where it would be available	**21%**
Price feels high for trial	**18%**
Packaging does not signal enough value	**14%**

Implication

A launch decision should not be based on concept appeal alone. The demonstration evidence says the next test should focus on **value communication, pack cues and channel visibility** while keeping the initial price test inside the ■79-99 band.

04 / Competitive Position

The product needs a reason to exist that is visible before purchase.

A competitor matrix is useful only when it connects market observations to a decision. The example below uses fictional references to demonstrate the structure.

Illustrative competitor	Position	Price cue	Strength	Gap / opportunity
Alpha	Mass convenience	Low	Availability	Low differentiation
Beta	Premium wellness	High	Brand trust	Expensive trial
Gamma	Taste-led	Mid	Flavour appeal	Weak functional story
Delta	Value pack	Low-mid	Quantity value	Low premium cues
Proposed concept	Convenient + credible	Mid	Potentially balanced	Must prove distinct benefit

Positioning implication

Do not compete only on flavour or generic wellness claims. The demonstration suggests a sharper territory around **credible weekday convenience**, supported by simple proof points and reliable availability.

A useful report ends with what to do next - and what not to assume.

Risk	Demo severity	Why it matters	Next action
Value proposition too generic	High	Weak reason to switch	Test 2 message territories
Trial price resistance	Medium	Reduces first purchase	Blind price comparison
Availability uncertainty	High	Interest may not convert	Test 2 channel scenarios
Audience too broad	Medium	Dilutes spend and message	Start with priority segment
Demand overestimated from stated intent	Medium	Intent is not behaviour	Run controlled market test

Recommended next step

CONTROLLED TEST PLAN

1. Test two value propositions.
2. Compare ■79 / ■89 / ■99 blind price reactions.
3. Test convenience-led and on-the-go segments separately.
4. Run one channel availability experiment.
5. Define proceed / refine / stop thresholds before collecting new evidence.

What this sample demonstrates

A Raydenfield decision brief should connect evidence to a commercial choice. It should show the question, evidence quality, segment differences, competitive context, risk, limitations and the next test - not just a collection of charts.