

Request for Proposal

BLAM BOX

Background:

Acme Acoustics, the world's leader in fine consumer audio components, is developing a new product (working name: BLAM BOX). BLAM BOX is an ultra high fidelity portable Bluetooth speaker. Acme considers BLAM BOX to be an opportunity outside of the consumer electronics aisle – potentially extending our reach into categories such as home & garden or outdoor recreation.

Although the opportunity has been envisioned, to-date, with the target consumer being active 18-35 year-olds, Acme is interested in understanding the appeal of the concept with a broader target. The BLAM BOX product development and marketing teams are looking for consumer insights that will help inform decisions regarding the product's ultimate design (including specific features and functions), pricing, retail placement, and messaging.

There are two key phases for this research initiative.

Phase 1: Opportunity Evaluation and Target Refinement

For this first phase of research, we will provide an assortment of BLAM BOX concept boards (descriptions/illustrations) and/or concept videos as stimulus.

Objectives and Key Questions:

- To gauge appeal of and purchase intent for the BLAM BOX concept overall as well as for specific product features, functionality, and other attributes.
 - What product attributes are most appealing for an ultra high fidelity Bluetooth speaker? Why?
 - What product attributes are less important or not appealing?
- To explore consumer expectations for retail placement and pricing.
 - In what type of stores and channels would consumers expect to find BLAM BOX? What section within those stores?
 - What other products would consumers expect to find next to BLAM BOX in store? (What is the perceived competitive set?)
 - What are consumers' pricing expectations? How does pricing impact their purchase intent?
- To identify a profile for the primary and secondary targets for BLAM BOX.
 - What is the core target age?
 - What are the current audio entertainment routines of the target?
 - Other "entertainment" interests? Could the BLAM BOX experience be transferrable to another entertainment platform?
 - What psychographic criteria define the target's mindset?
- To explore the relevance of BLAM BOX.
 - In what environments would the target be most likely to use BLAM BOX?

- With how many other people would they be most likely to use BLAM BOX?
- At what time of day/night would they be most likely to use BLAM BOX?
- What time of year they would most likely use BLAM BOX?
- What are the considerations for different geographic climates, if any?
- To determine brand expectations for BLAM BOX.
 - What brands do consumers expect BLAM BOX to be from?
 - How does BLAM BOX's association with Acme Acoustics weigh in consumer perceptions compared with perceptions if BLAM BOX were offered by a competitor such as Bose, JBL, or Sonos?

Phase 2: Product Optimization through Prototype Testing

One or more BLAM BOX prototypes will be mocked up based on insights from Phase 1 for use in Phase 2 of the research.

Phase 2 will be fielded only with the primary and (potentially) secondary targets as identified in Phase 1.

Objectives and Key Questions:

- To use insights and observations to inform the design and development of the BLAM BOX line.
 - How might BLAM BOX change, enhance, or impact consumers' audio entertainment experiences?
 - How might the environment (open field, back yard, college campus, cityscape, wooded area) impact the audio entertainment experience?
- To determine the key perceived benefits and motivating elements of BLAM BOX.
 - How, if at all, do consumers think that BLAM BOX might impact their home and outdoor activities? Why do they think that?
- To identify any regional differences regarding entertainment routines and preferences.
 - How does use differ by region/climate?

Stimulus

For Phase 1, we will be able to provide a combination of concept boards (descriptions/illustrations) and/or videos – electronically, if needed.

For Phase 2, we will have one or two sets of product prototypes to use.

Timing

If you are interested in working on this project, please submit a proposal no later than March 30th.

Acme Acoustics would like to have a report on Phase 1 of this project by end of June and a report on Phase 2 of this project by the end of September.

Budget

Please provide two fielding options with two different total costs, one of them moderate.