

## PHASE 1 CREATIVE CONCEPT

# Concept Testing Finding Synthesis

Effort ●●●●●

### Objective

To synthesize findings from concept testing and finalize the creative concept for your SBC campaign.



### Time needed

1 day



### Participants

Core design team; research, monitoring, evaluation, and learning unit

### How to use this tool

This tool helps you analyze findings from the concept testing by looking at feedback from the different concepts.

- **Summarize the findings:** Complete the Concept Testing Summary Findings chart for each creative concept. In general, it is not necessary to indicate who provided feedback if it is similar across cohorts. Do note if feedback is unique to a certain cohort or region.
- **Rank creative concepts:** Complete the Concept Testing Ranking chart. Enter “1” for the top-rated concept by cohort or region (whichever is most applicable). Enter a “2” for concepts ranked both highest and second-highest by cohort or region.
- **Facilitate a discussion on the feedback and rankings:**
  - a. Is there a clear winner? If so, discuss what elements of the idea resonated and what was disliked.
  - b. If there is no clear winner, how might two or more ideas be merged to retain relevant concepts and drop things that people did not like?

## PHASE 2: CONCEPT DEVELOPMENT

## Concept Testing Synthesis

**Concept Testing Summary Findings**

Concept title:

SBC objective presented in this concept (list the behavior and behavioral determinant):

What did people understand in general about this concept?

How well did people link the storyboard to the SBC objective?

What aspects of the concept resonated well?

What aspects of the concept generated the most negative responses?

## PHASE 2: CONCEPT DEVELOPMENT

## Concept Testing Synthesis

Adjust number of columns and rows as necessary.  
Enter actual names of concepts and cohorts.

Enter "1" in the box for the concept with the most #1 rankings.

Enter "2" in the box for the concept with the most #1 and #2 rankings.

Concept Testing Ranking				
	Concept 1	Concept 2	Concept 3	Concept 4
Cohort / Region 1				
Cohort / Region 2				
Cohort / Region 3				
Cohort / Region 4				

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## Citations

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Johns Hopkins Center for Communication Programs. (n.d.). *How to Conduct a Situation Analysis*. The Compass for SBC. <https://thecompassforsbc.org/how-to-guide/how-conduct-situation-analysis>