

# BASES SnapShot™

---

## A concept screening system built on the power of BASES

### Reliable Results with a Proven System

BASES SnapShot is a concept screening system designed to help you prioritize a broad range of new ideas to the ones that truly have the most consumer potential. By first understanding your needs for a screening system, we work together to agree on the scope of the technique. By applying the technique with consistency, we are able to capitalize on the power of BASES Databases while making the study process fast and cost effective. And, because it's built on the reliable BASES platform, you can move forward in the development process with confidence in your decisions.

### Relevant Insights in a Concise Deliverable

BASES SnapShot provides the key results you need to make informed decisions, including:

- **Access to BASES Database**, the industry's largest and most powerful collection of new product norms. Results from BASES SnapShot studies include the ability to compare to the BASES Database of over 85,000 concepts, to determine whether your concepts are simply good or truly outstanding. Simple diagnostics, such as an analysis of concept performance on several standard attributes are also included.
- Additional features are available depending on your needs for a screening system.

### Fast and Far Reaching Results

BASES SnapShot is ideal for identifying winning concept initiatives and preventing costly distractions. *Whether screening new product ideas, line extensions, or relaunches, the BASES SnapShot system can be adapted to be a key part of your early-stage screening process.*

Standardization and a simple design allows BASES to deliver rapid results and offer an accessible cost designed to complement a wide range of marketing research budgets.

### Key Benefits

- Access to the world's most extensive new idea databases
- Fast and cost-effective system
- Built on the BASES platform; comparable to later stage BASES studies