

# AGILE Concept TESTING

06.10.2020





# Keynote Speeches 9:00-10:00 and Workshops 10:00-11:45

*“Failed product launches are expensive. Concept testing is not.”*

Coaches: Heli Holttinen & Dani Kamras, Cambri

**For all**

Heli Holttinen and Dani Kamras: How to improve pack designs based on agile concept testing – Case Noodelist, Premium Noodles (UK & Swe)

Duration: 1 hour

**For companies enrolled for workshops**

Workshops in groups: Analysing results of tested product concepts and pack designs. What are the key learnings and improvement actions? Guided workshops with individual feedback.

Duration: 1 hour 15 minutes

Presenting group work results

Duration: 30 minutes



**SPEAKER:**

**Dr. Heli Holttinen, CEO & Founder  
Cambri Ltd.  
Helsinki, Finland**

**EXPERTISE:**

**Concept & pack design testing**  
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Heli has a 20-year work experience in product and service development and branding. She has worked in consulting, creative agencies and in food industry. Additionally, she has a PHD in customer-driven concept creation. Now she is the founder and CEO of Cambri.

Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication. We serve clients globally as Cambri reaches 200 million consumer panelists around the world.

Testing concepts is super easy. User crystallizes the idea and inserts test materials. Based on the input, Cambri automatically creates a questionnaire. The team chooses the target group & orders the test. Results are available even in hours!

Creating powerful concepts – including pack designs - has never been easier!



**SPEAKER:**

**Dani Kamras, Partner and Head of Sales  
Cambri  
Stockholm, Sweden**

**EXPERTISE:**

**Innovation utilizing consumer insights**

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**PROFILE:**

Dani has been working the past 10 years with consumer and data driven business development. He has worked with several international consumer brands in Europe, North America and Asia with innovation and market entry related questions utilizing consumer insights.

Today Dani is a partner and Head of Sales at the Finnish start up company Cambri. Cambri is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication.

**BUSINESS FINLAND**



**Boosting Export with Packaging**

More Information

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