REDGE

CONCEPT TEST

# Brekkii

*A quick-service breakfast concept for the morning commute*

**SAMPLE REPORT | ILLUSTRATIVE DATA**

*Brand and survey responses are fictional and used to demonstrate the Redge report format.*

Prepared by Redge | Researcher-led insights. Technology-enabled speed.

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# Methodology

| | |
|---|---|
| **Objective** | Validate appeal, comprehension and pricing for a new quick-service breakfast concept ahead of pilot rollout in two CBD locations. |
| **Sample** | n=480 Australians aged 25–55, weekday commuters, who buy breakfast on-the-go at least 1× per week. Quotas on age, gender and state. |
| **Method** | 7-minute online survey via the Redge platform. Concept exposed as a 30-second animated mock plus a one-line description. |
| **Fielded** | 5 days. Soft launch on Day 1, full quota close on Day 5. |
| **Analysis** | Top-3-box and bottom-3-box on 0–10 scales. Van Westendorp Price Sensitivity Meter on intended purchase price. |
| **Reporting** | Full report delivered within 1 business days of fieldwork close, including verbatim coding and charted readouts. |

# Scorecard

Concept performance against Redge benchmark norms | Base: n=480

### Appeal

**6.8**

41% top-3, 12% bottom-3

*Above norm (6.4)*

### Comprehension

**7.6**

60% top-3, 5% bottom-3

*Concept lands cleanly*

### Believability

**7.0**

47% top-3, 8% bottom-3

*Mild scepticism on speed claim*

### Brand fit

**7.0**

50% top-3, 7% bottom-3

*Brand has permission*

### Purchase intent

**5.9**

28% top-3, 22% bottom-3

*Below appeal — barriers to convert*

### Optimal price

**$9.50**

Acceptable: $8 – $11

*Aligned to current concept price*

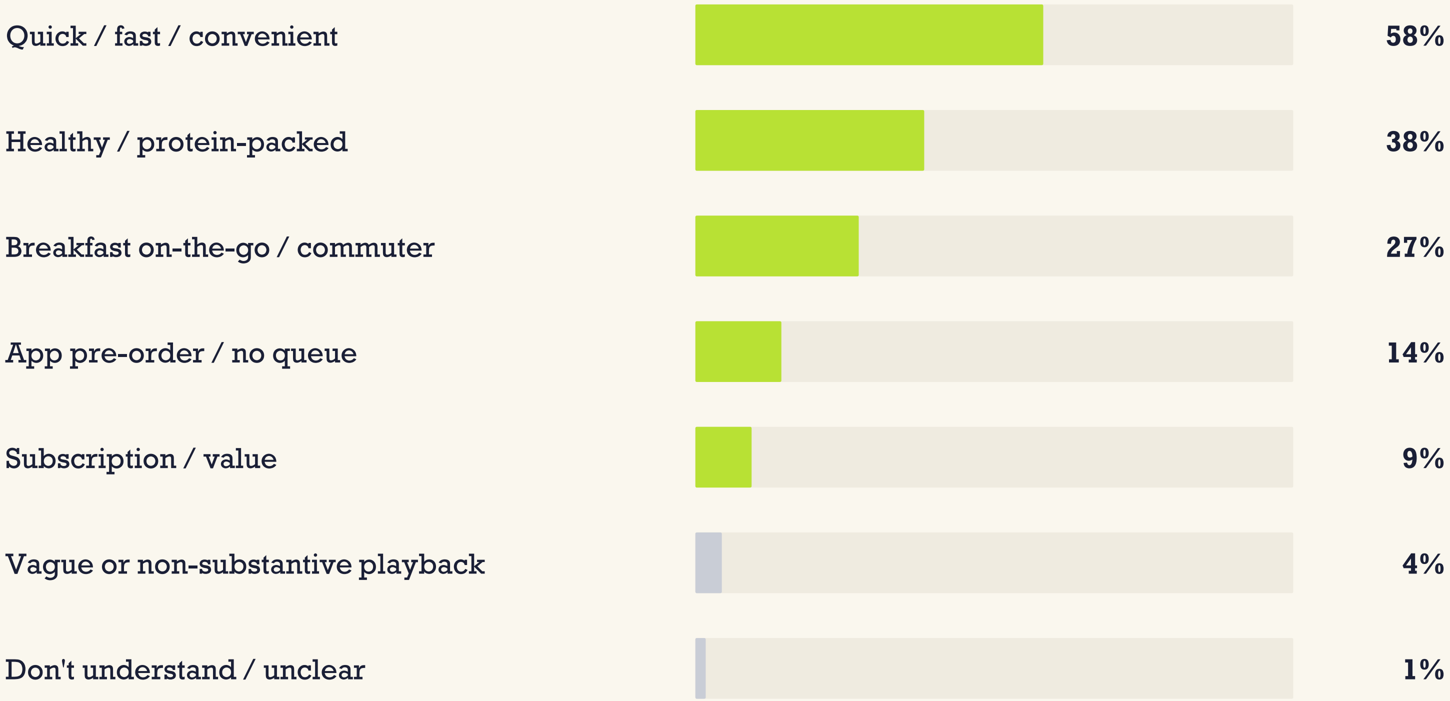
**Headline read**

**A green-light concept with one barrier to fix.** Brekkii lands cleanly on comprehension (7.6) and brand fit (7.0), with appeal (6.8. The pricing window is tight and well-aligned ($8–$11; optimum $9.50). The watch-out is purchase intent (5.9) — meaningfully below appeal, driven by scepticism on the 3-minute speed claim and concern about app friction. Resolving these in launch comms would close most of the appeal-to-intent gap.

# Concept Playback

Q1: Can you describe this concept back to me in your own words? | Base: n=480

**How respondents described the concept (themes, % of respondents)**




**The core idea lands.** 95% of respondents played the concept back substantively, with speed and health emerging as the two dominant hooks. The functional 'pre-order on the app' detail is being noticed and articulated unprompted by 14%.

## Selected verbatims

*"A faster, healthier alternative to the drive-through coffee run."*

*"Pre-order on the app and grab it on the way to the train — that's exactly what I want."*

*"Like Mecca for breakfast — chef-quality food without the wait."*

*"Protein bowls and wraps for under ten bucks? I'd try that tomorrow."*

*"I'm a bit sceptical they can really have it ready in three minutes."*

# Appeal & Relevance

Q2 Overall appeal | Q8 Personal relevance | 0–10 scale | Base: n=480

## Overall appeal (Q2)

MEAN

6.8

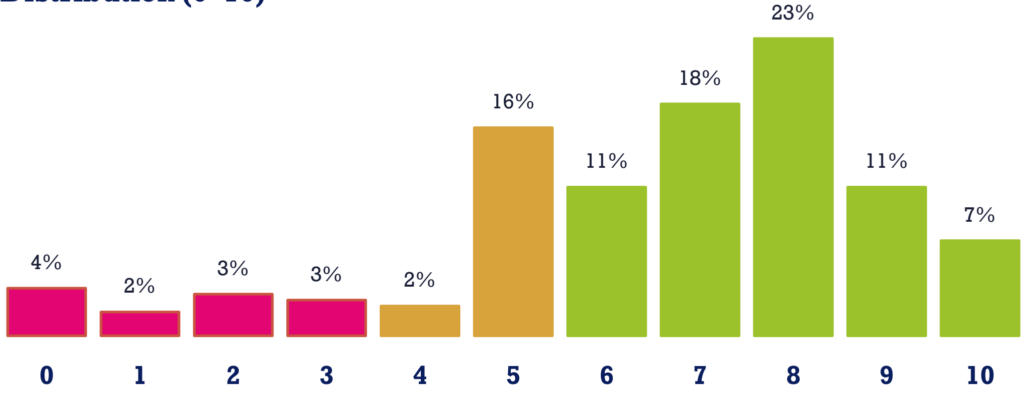
TOP-3 BOX (8–10)

41%

BOTTOM-3 BOX (0–3)

12%

### Distribution (0–10)




## Personal relevance (Q8)

MEAN

6.5

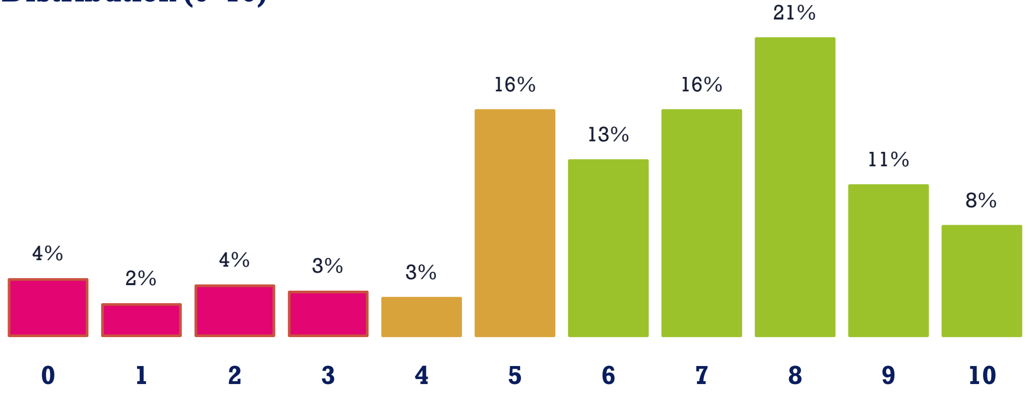
TOP-3 BOX (8–10)

38%

BOTTOM-3 BOX (0–3)

13%

### Distribution (0–10)



# Comprehension & Believability

Q5 Easy to understand | Q7 I believe the claims being made | Base: n=480

## Comprehension (Q5)

MEAN (0–10)

7.6

TOP-3 BOX (8–10)

60%

BOTTOM-3 BOX (0–3)

5%

The clearest score in the report. The concept is articulating itself without help — comms can lean on simplicity rather than education.

## Believability (Q7)

MEAN (0–10)

7.0

TOP-3 BOX (8–10)

47%

BOTTOM-3 BOX (0–3)

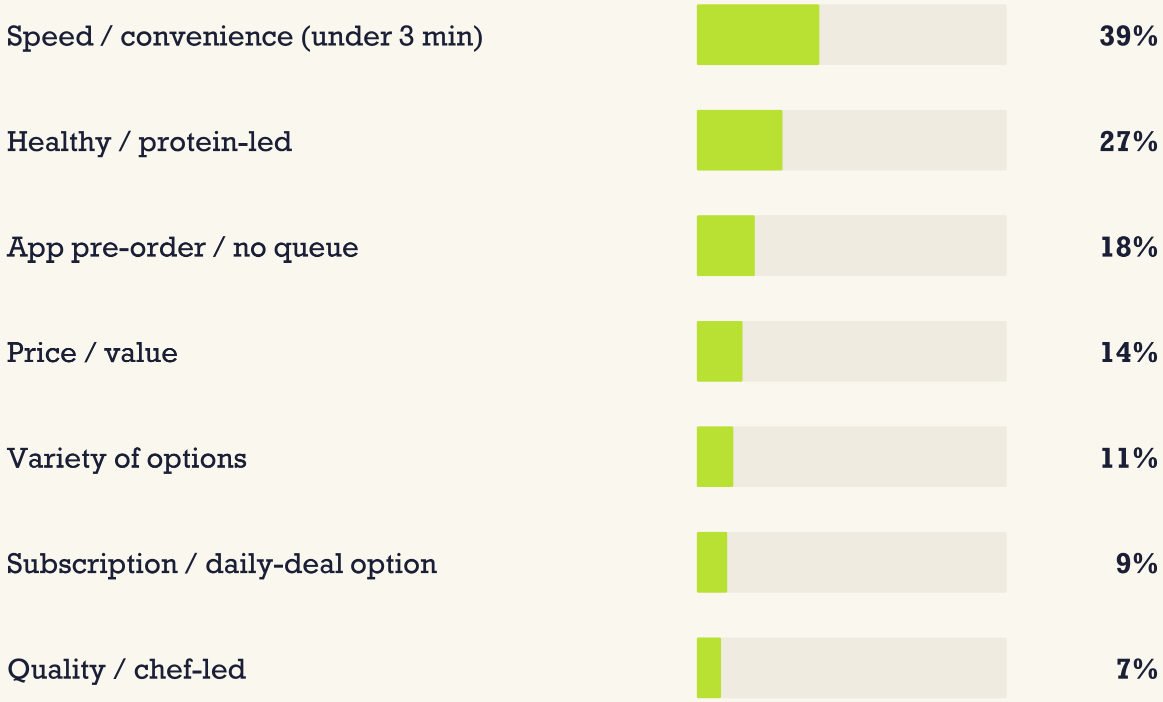
8%

Strong overall, with one watch-out: the 3-minute fulfilment claim drives most of the bottom-3 (8% reject as 'won't be that fast in practice').

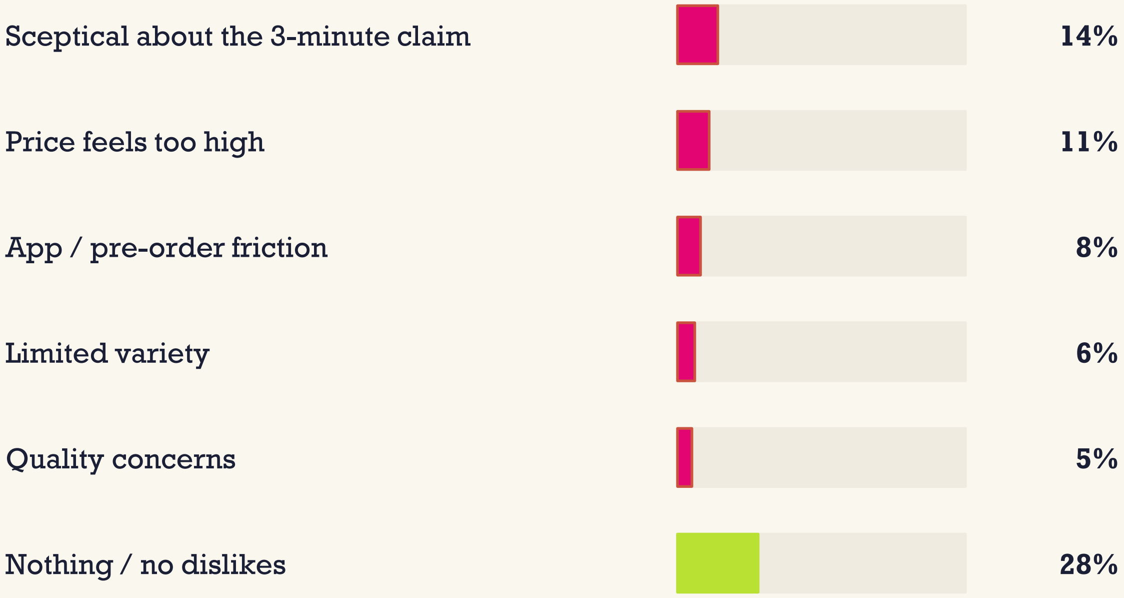
# Likes & Dislikes

Q14 What did you like most? | Q15 What did you like least? | Coded open-ends | Base: n=480

## Top likes




## Top dislikes




**Speed is the hook; speed is also the risk.** The 3-minute promise drives both the strongest like (39%) and the loudest dislike (14% sceptical). 28% of respondents could not articulate any dislike — a strong signal.

# Differentiation & Brand Fit

Q9 Unique vs. competitors | Q10 Innovative | Q11 Fits the brand | Base: n=480

## Uniqueness (Q9)

MEAN (0–10)

**5.9**

| TOP-3 BOX (8–10) | BOTTOM-3 BOX (0–3) |
|---|---|
| 24% | 16% |

The lowest of the three. Functionally similar offers exist (smartphone-led pre-order, healthy QSR); the unique combination is implicit but not yet sharply claimed.

## Innovation (Q10)

MEAN (0–10)

**6.2**

| TOP-3 BOX (8–10) | BOTTOM-3 BOX (0–3) |
|---|---|
| 30% | 13% |

Mid-pack. Respondents recognise the format as novel for breakfast specifically, but not as 'a new category'.

## Brand fit (Q11)

MEAN (0–10)

**7.0**

| TOP-3 BOX (8–10) | BOTTOM-3 BOX (0–3) |
|---|---|
| 50% | 7% |

Strongest of the three. The brand has clear permission to own this territory — half of all respondents rate it 8+.

# Purchase Intent & Barriers

Q12 How likely would you be to purchase Brekkii in the next 4 weeks? | 0–10 scale | Base: n=480

## Purchase intent (Q12)

MEAN

5.9

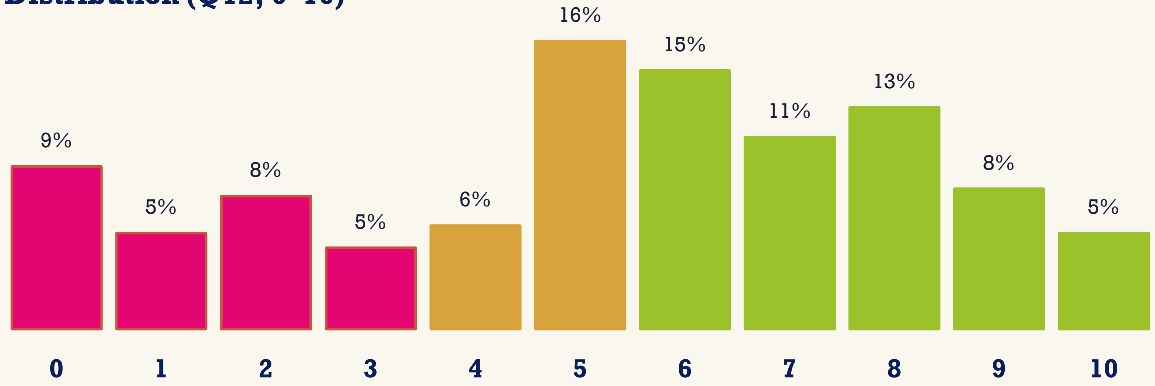
INTENDERS (top-3, 8–10)

28%

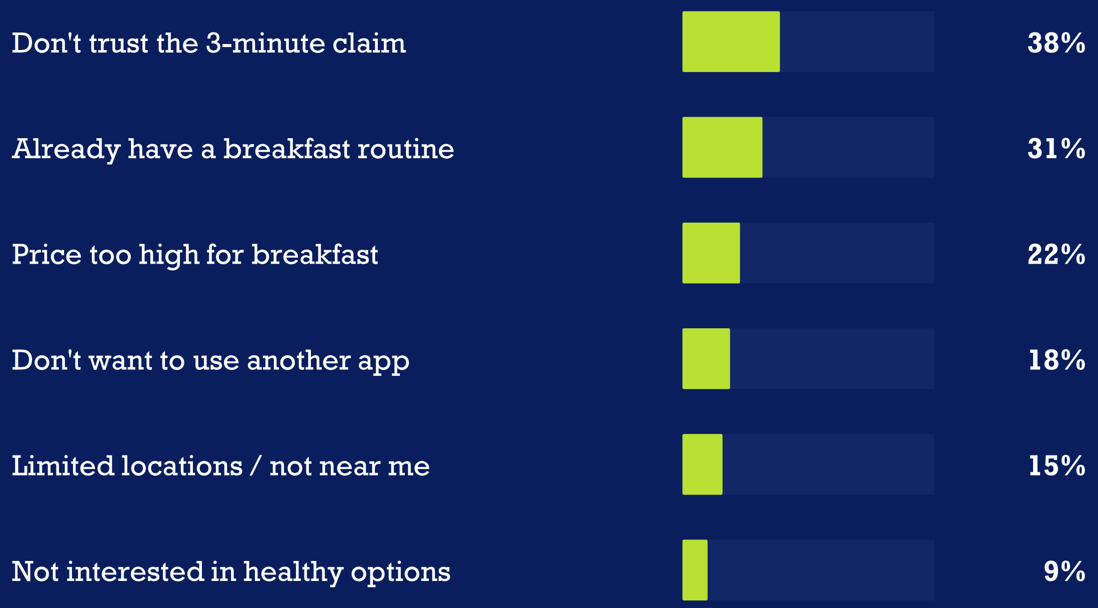
REJECTERS (bottom-3, 0–3)

22%

### Distribution (Q12, 0–10)



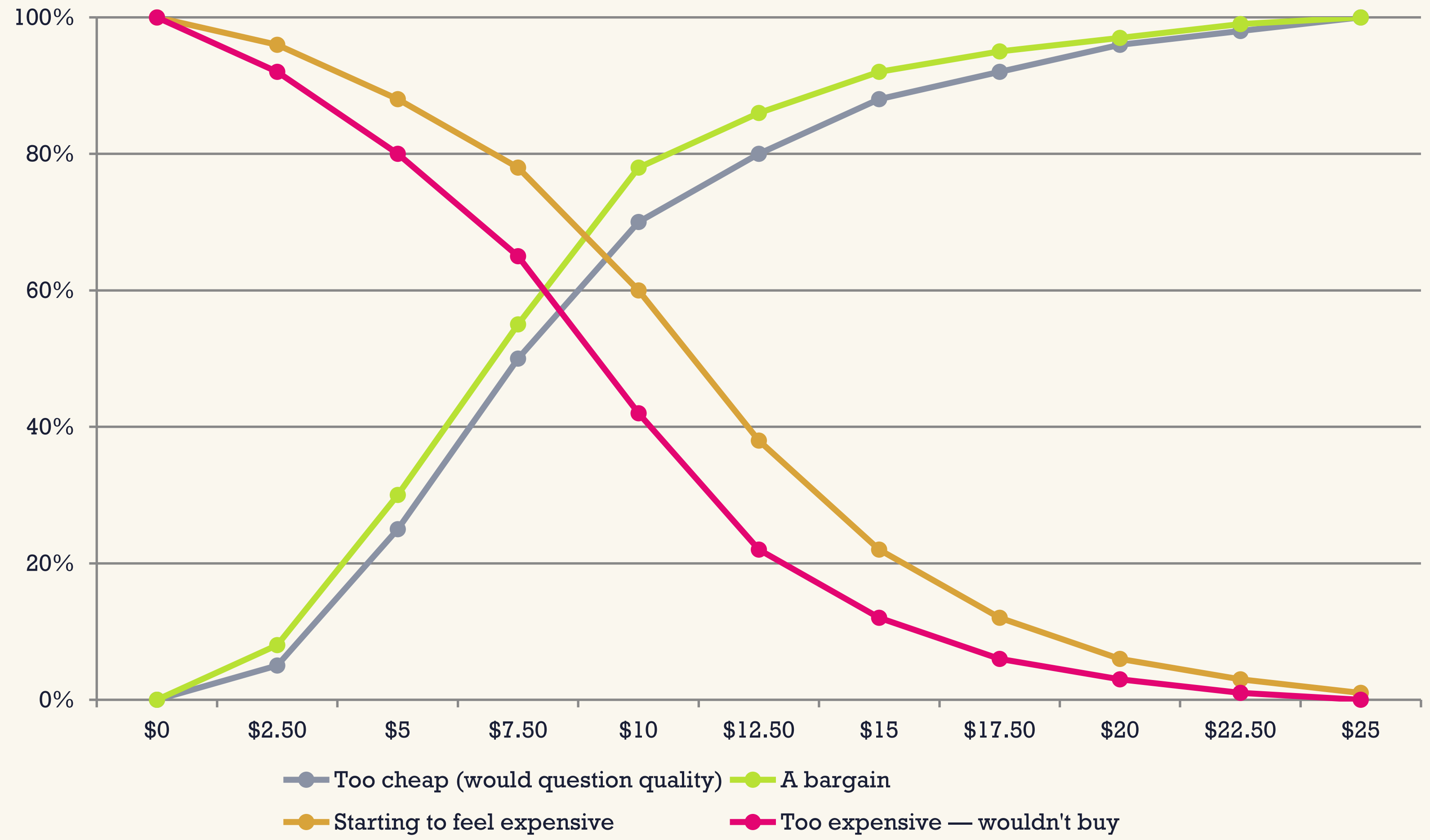

## Top barriers among rejecters (n=104)




**Convertible mid-tier.** Intent (5.9, 28% top-3) trails appeal (6.8) — typical for new QSR concepts. The biggest single barrier is believability of the 3-minute promise (38% of rejecters), which is fixable in launch comms.

# Van Westendorp Price Sensitivity

Q16–Q19 | Cumulative % at each price point | Base: n=480




## Pricing readout

Optimal price (OPP)

**$9.50**

Indifference price (IDP)

**$9.00**

Lower bound (PMC)

**$8.00**

Upper bound (PME)

**$11.00**

*The acceptable price range is $8–$11. The current concept price ($9.50) sits exactly at the optimum, meaning a roughly equal share consider it 'too cheap' as 'too expensive'.*

**Pricing is well-tuned.** $9.50 is the optimum and the acceptable window is tight ($8–$11), suggesting limited risk in either premium-positioning or price-led discounting beyond this band.

# Category Context

Q20 Knowledge of QSR breakfast options | Q21 Engagement with category | Q22 Brands purchased in last 4 weeks | Base: n=480

### Knowledge of QSR breakfast options

**7.2**

*Respondents are highly aware of the category — Brekkii is launching into a known, considered space.*

### Engagement with breakfast on-the-go

**7.5**

*An engaged audience: 67% buy breakfast out at least once per week, 22% buy 3+ times per week.*

### Openness to a new QSR brand

**5.8**

*Moderate openness — habit and routine are the dominant adoption frictions.*

### Top breakfast brands purchased (last 4 weeks, n=480)

| Brand | % |
|---|---|
| McDonald's | 38% |
| Independent café | 22% |
| Coffee Club | 14% |
| Boost Juice | 12% |
| 7-Eleven | 11% |
| Guzman y Gomez | 9% |
| Subway | 8% |
| Mad Mex | 5% |

### Frequency of buying breakfast on-the-go (per week)

| Less than 1× | 1× | 2× | 3–4× | 5×+ |
|---|---|---|---|---|
| 33% | 22% | 23% | 16% | 6% |

*Heavy users (3+ per week) make up 22% of the sample — a small but commercially important segment that over-indexes on intent (45% top-3 vs. 28% overall).*

# Sample Profile

n=480 Australians 25–55, weekday commuters, breakfast-out at least 1× per week

**Gender**

| | |
|---|---|
| Female | 51% |
| Male | 49% |

**Age**

| | |
|---|---|
| 25–34 | 28% |
| 35–44 | 35% |
| 45–55 | 37% |

**State**

| | |
|---|---|
| NSW | 33% |
| VIC | 28% |
| QLD | 19% |
| WA | 9% |
| SA | 8% |
| Other | 3% |

**Region**

| | |
|---|---|
| Metro | 78% |
| Regional | 22% |

## Household income (Q31)

| <$50k | $50–80k | $80–120k | $120–180k | $180k+ |
|---|---|---|---|---|
| 12% | 22% | 30% | 22% | 14% |

*Sample weighted to ABS labour-force population for age, gender and state.*

# REDGE

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