



What is Home Tester Club?



Ratings & reviews

Consumer reviews are significantly more trusted (nearly 12 times!) than descriptions that come from manufacturers. We've got real consumers, providing real opinions. Whether you need reviews for one NPD, or for your entire portfolio, we can help. Also, we have partnerships with the world's leading content syndicators so your reviews can go further.

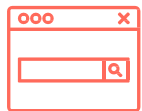
bazaarvoice:



Word-of-mouth, user-generated content & insights

Reviews are great, but user-generated content, insights and proof (in the form of claims) is even better. Put your product into the hands of genuine consumers, and provide them with an opportunity to speak for you. Socially integrated, Home Tester Club ensure that their conversations are amplified and the content they create can be easily shared.

facebook.  Instagram



Content expansion

Real, genuine, user-generated content is a beautiful thing. Buchanan understands that, and has a unique ability to amplify your campaign, without ruining that compelling authenticity in the process. With in-house creative and production teams, Buchanan has the ability to turn your Home Tester Club campaign into a complete 360 activation.

buchanan



Rating & Reviews.

How it works.

Awareness: When your product is ready to be tested, we notify members of the upcoming opportunity to receive and test the product.

Hyper-targeting: Testers are carefully selected based on their profile and unique pre-qualifying criteria per campaign. This ensures hyper targeted recruitment, with zero product wastage.

Fulfillment: We send the confidential address list to fulfillment, who sends the products to testers along with a Home Tester Club flyer with additional information and instructions.

Test: Testers then experience your product in a natural, at-home environment.

Rate & review: Post product test, testers will return online to share reviews.

Syndication: The reviews generated by testers will then be syndicated via Bazaarvoice onto Walmart.com.



Home Tester Club: the responsibility process flow.

Timeline: approximately 4-6 weeks.

<p>Briefing Stage: When ratings & reviews are needed, briefing form is completed (including Walmart Product IDs) and sent to HTC team. If required, HTC will initiate intro call with supplier.</p>	<p>Kick-off Stage: When briefing form is completed, supplier is introduced to full HTC team to kick off the project and finalize logistical details such as fulfillment and timeline.</p>	<p>Contract Stage: When all campaign details are confirmed, statement of work (SOW) is processed. SOW must be signed before recruitment of testers begins.</p>	<p>Asset Creation Stage: When all campaign details are confirmed, HTC provides first drafts of assets: HTC flyer, pre-qualifying survey and post-trial survey, for review.</p>	<p>Fulfillment Stage: When fulfillment method and/or quote confirmed, all samples will be i) Sent to HTC fulfillment centre for distribution, or ii) Shipped from supplier's fulfillment source.</p>	<p>Execution Stage: Sampling process officially begins – registration for campaign goes live on HTC website. Dashboard provided to Supplier to track results.</p>
<p>Responsibilities</p> <ol style="list-style-type: none"> 1. Walmart to introduce Supplier to HTC. 2. HTC to initiate intro call if necessary. 3. Supplier to complete form and send to HTC. 	<p>Responsibilities</p> <ol style="list-style-type: none"> 1. HTC to set up introduction and kick-off call with supplier. 2. Walmart to provide Item IDs to HTC to set up Bazaarvoice syndication. 	<p>Responsibilities</p> <ol style="list-style-type: none"> 1. HTC to send SOW to supplier and request payment following signing. 	<p>Responsibilities</p> <ol style="list-style-type: none"> 1. HTC to send assets to supplier. 2. Supplier to provide feedback and approvals on assets to HTC. 	<p>Responsibilities</p> <p>If:</p> <ol style="list-style-type: none"> i) HTC to provide fulfillment centre address to supplier, <p>OR</p> <ol style="list-style-type: none"> ii) HTC to provide mailer list to supplier upon recruitment. 	<p>Responsibilities</p> <ol style="list-style-type: none"> 1. HTC to provide Dashboard access details to supplier, and Walmart if requested.

Responsibilities of each stakeholder: ● Walmart ● HTC ● Supplier



The solution.



Ratings & Reviews
up to 50 units per SKU

\$500 USD



Insights
up to 20 additional questions

\$1,000 USD*

Please note that these are confidential test prices, and extremely discounted and influenced by the Master Services Agreement between Buchanan and Walmart. Costs of fulfilment and distribution are additional.

*\$1,000 is the cost per SKU in addition to R&R



Walmart 

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