

Testing of X-Bionic® Effector running set.

On average
every tester
uploaded **3.4
test reports**



Product Testing

Objective:

X-Bionic® is presented as an open-minded and innovative company with a direct contact to ambitious runners. Furthermore, the product test delivers outstanding User Generated Content for future marketing activities.

Solution:

For the 3 phases of the project 100 tester have been recruited from the ISPO Community, Social Networks as well as Fans and Followers of X-Bionic® to test the "Effektor Running Set". Within an open discussion testers give unfiltered feedback directly to X-Bionic®'s Marketing and Product Development Department.

Project results:

810 applications
100 selected tester
337 test reports and **101 suggestions**
271 photos
1,146 comments on test reports and suggestions







Ambitious testers shared their test reports not just within the project platform, but also on their private social media channels and blogs.

"The product testing exceeded our initial goals: not only did we receive detailed and valuable feedback from core consumers, but we were also able to start new media collaborations through the ISPO network."

Patrick Lambertz, CAO & Communications, X-Technology Swiss R&D AG

ISPO Collaborators Club connects brands with passionate consumer experts ... to test, share and create ideas for sports products.

Your benefits

-  **gain brand ambassadors** by word-of-mouth marketing
-  **modern market research** by direct consumer feedback
-  **increase brand awareness** and reach by using our ISPO network
-  **benefit from our ISPO quality label**

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