

CASE STUDY - CLAIM TEST: CHOOSING THE BEST CLAIM FOR EACH COUNTRY

BUSINESS CHALLENGE

Uncovering local nuances by finding the best claim per country (UK, NL, ES) out of a selection of five different claims in three countries. The claim ad per country needs to have a strong brand fit and a high preference among a broad target audience.

RESULTS

For each country the same claims were tested. The results showed the local nuances for the different countries. In NL and UK, the same claim outperformed the other claims on brand fit and preference. The claim also had the strongest score on importance in both countries, and therefore has the strongest communicative power. However, this claim did not resonate among the Spanish target audience, in Spain a different claim received the strongest preference. This score was significantly higher than the other claims.

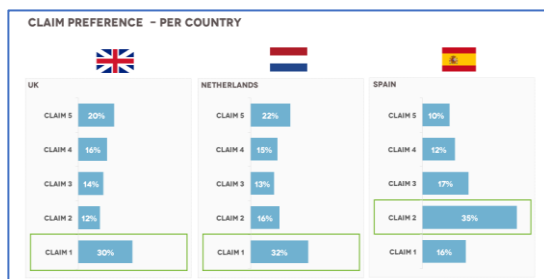


Figure 1: Preference scores for all claims per country

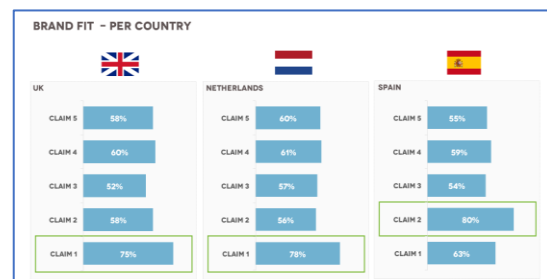


Figure 2: Brand fit for all claims per country

KEY TAKE OUT

By testing five claims in three different countries our claim test uncovered local differences. Where the same claim could be used for the UK and NL, the client decided it was better to use a different claim for Spain, as the results on preference were significantly higher (+15%).