

CASE STUDY - CLAIM TEST: CHOOSING THE BEST CLAIM

BUSINESS CHALLENGE

Understanding which out of ten claims is best capable to drive purchase decisions.

RESULTS

In total 10 claims were tested, that all focused on different benefits of the brand. The MaxDiff analysis showed a clear preference from the target for one specific claim. This claim was not only seen as the most important claim, but also showed to have the strongest fit with the brand.

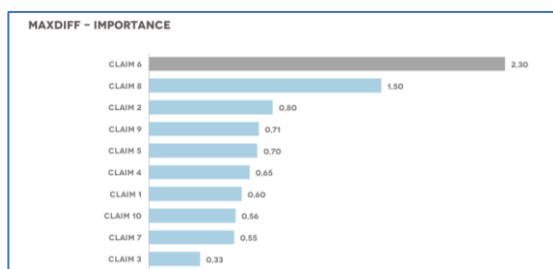


Figure 1: MaxDiff - ranking of claims on importance

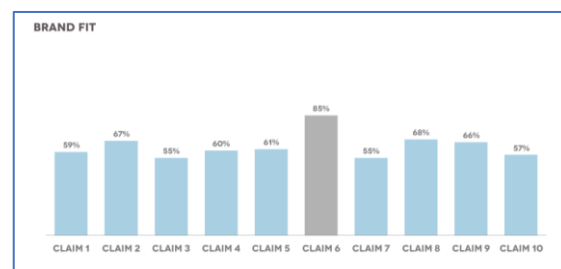


Figure 2: Scores of all 10 claims on brand fit

KEY TAKE OUT

Based on the outcomes of this study the client was able to choose the best claim which became the core focus of their communication. Their sales increased with 5% since the introduction of that claim to the target audience.