

CASE STUDY - CLAIM TEST: DETERMINING THE STRENGTH OF DIFFERENT CLAIMS

BUSINESS CHALLENGE

Understanding the strength of the newly developed claims to uncover which key features and benefits resonate most among consumers.

RESULTS

The client tested 10 claims focusing on different features of the products and their benefits. Each claim focused on a specific feature of the product, and with the claim test the client wanted to understand which feature was most appealing to the client and should be used in future communication. The results showed that there were multiple claims that had a strong resonance – 5 out of the 10 claims had a strong preference. However, not all claims were highly relevant. Only two specific claims/ benefits were both preferred and relevant for consumers.

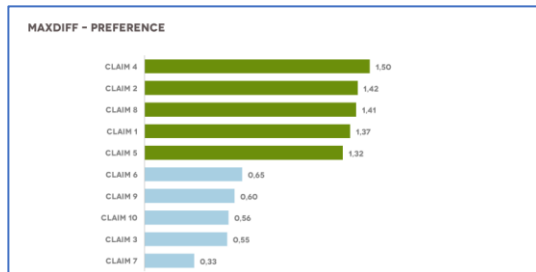


Figure 1: Claims ranked on preference scores

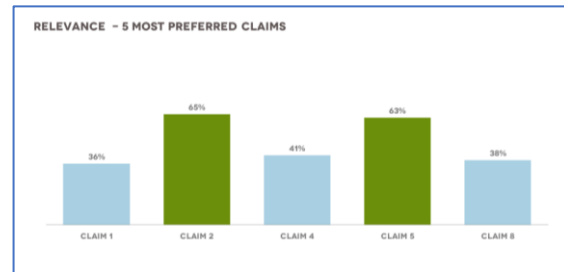


Figure 2: % of relevance for the 5 most preferred claims

KEY TAKE OUT

Based on the outcomes the client decided to focus their communication strategy on the features that had the strongest preference and relevance. Therefore, the two winning claims/ features played a central role in their first communication campaign. This decision resulted in an increase of their market share with 4%, making the new campaign one of their most successful campaigns in the last years.