



Selecting effective claims for consumer products (FMCG / CPG)

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CONFIDENTIAL





Contents

Introduction

Best practices for crafting claims

Choosing the right testing method

Conjoint.ly has a wealth of experience testing product claims

Conjoint.ly started in 2016 with the mission to make reliable product and pricing research methods accessible to insights, marketing, and product managers globally

Claims Test automated tool launched in **2018** – Test and identify winning individual claims through choice-based exercise, diagnostics and open-ends

Launched **Brand-Specific Conjoint** in **2017**
Primary use cases – FMCG, telco, tech, appliances etc.

Claims Combo Test as a custom project codified in **2019** – For finding the optimal combination of claims (2-way, 3-way, 4-way combinations) to be put on pack

What is a claim?



A claim is an **assertion** about **a product** across any **channel** (advertising, digital promotions, public statements, or product packaging)

What's not a claim:

- Logo
- Pricing
- Consumer insight

Claims by content

Benefit

Feature / Flavour

"With the special taste of raw milk"

Functional

"Melt in your mouth, not in your hand"

Emotional

"Brings out a smile in you"

Societal / Moral

"Sustainably sourced"

Reason to Believe (RTB)

Sourcing / Appellation

"Made with best cows of Friesland, NL"

Process

"Pasteurized, not boiled"

Ingredients

"With added Vitamin C"

Composition

"...made from fresh ingredients"

Certification

"Certified EU organic"

Expertise / Branding

"Over 100 years of trusted expertise"

Targeting

For specific occasion

"Perfect as a gift"

For specific person

"For the gluten-intolerant"

Other

"Is there anything else like it?"



**| Best practices
for
crafting claims**

1

Length of claims

2

Claim softness

3

Neologisms

4

Claim types

5

Filtering out ineffective claims

6

Multi-country tests and translators

7

Claim relevance and distinction

1 Crafting claims: For best results, ensure claim lengths are consistent

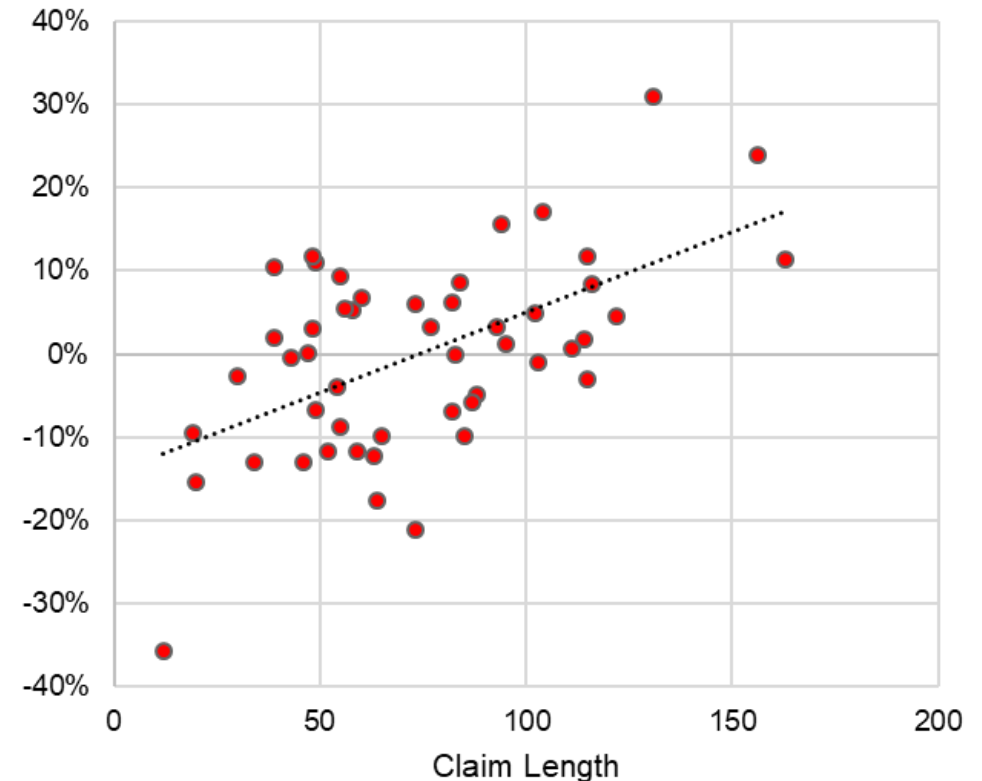
- Longer claims perform better in research tests
- But they may be costlier or **harder to communicate in advertising** and may **not fit onto a pack**



- In research tests focused on claims, it is best to **keep claim length consistent ($\pm 25\%$)**
- If claims of different lengths need to be compared, pack design or ad tests may be needed to be used

Indicative willingness to pay vs. length of claim

Indicative willingness to pay (indicative, based on several studies)



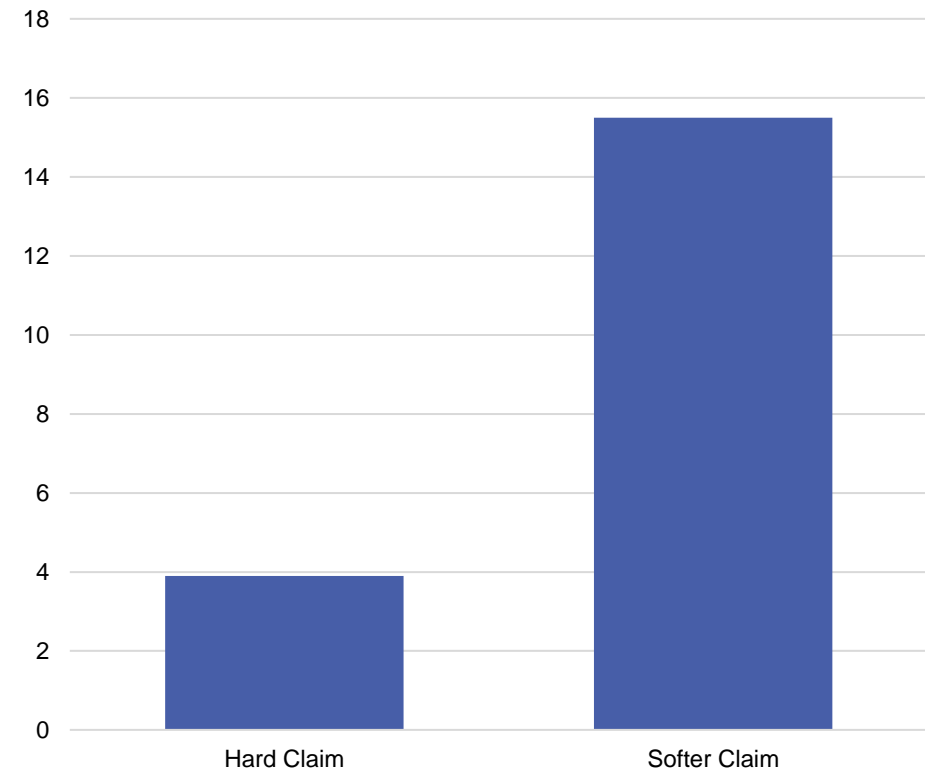
2 Crafting claims: Substituting claims with a softer, less-pushy statement may work better

- “Softening” claims is changing the language so that a valued factor is still referenced, but without promise of 100% commitment to it
- In many cases, **softened claims retain most of the appeal** of the original claim (or even performs better)



In some tests, softer claims perform better than originals

Relative preference score (indicative performance of explain claims)



3 Crafting claims: Neologisms perform well

- **Neologisms are made-up words** that have no meaning outside of the claim it appears in
- If used in moderation, neologisms can boost a claim's effectiveness
- Neologisms are commonly used to emphasize the **process in manufacturing / sourcing** that is unique to the brand

Some examples of Neologisms across industries

“Advanced ActiMince process”

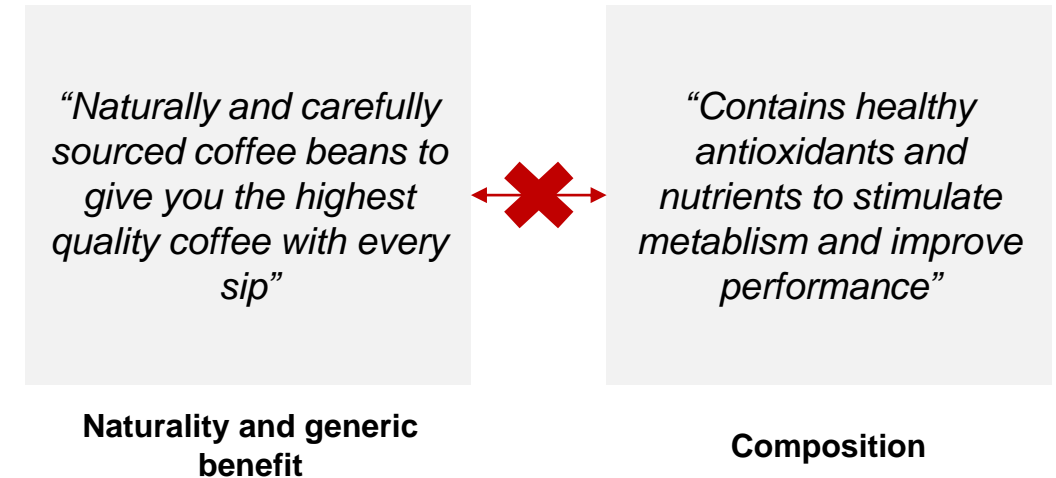
“RealMilk[™] ingredients and goodness of nature”

“Super fresh, with super-wipe”

“Low GI clever rice”

4 Crafting claims: Claims of same type/ attribute should be ideally compared versus each other

- **Claims of different types often have different purposes (in some categories).** For example:
 - Composition claims are often about reassurance
 - Naturality claims often help with differentiation
- There is often no trade-off between showing a composition claims and a benefit claim: both will be placed on the pack
- Unless the intent is to compare between different types of claims, **ensure all claims in single test (or conjoint attribute) are of the same type**



5 **Crafting claims:** Perform lower costs tests to narrow down list of claims before robust testing

- Robust testing of combinations of multiple claims is costly and time consuming.
- Filter out ineffective claims first by running a Claims Test with a broad target of respondents and no quotas (very easy to do on Conjoint.ly)
- Then use the refined list in more robust or complicated methods



6 **Crafting claims:** For multi-country projects, engage translators early and ask your local team to review

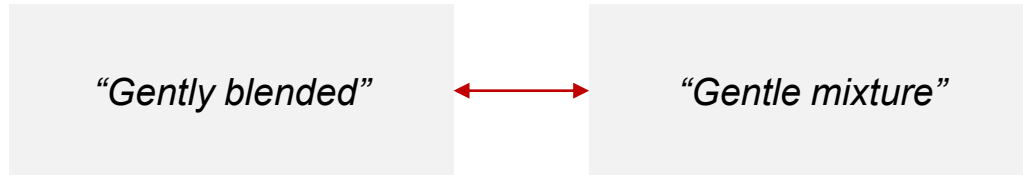
- Claims language is highly specific and needs to be reviewed by marketers and regulatory bodies
- Engaging translators early means you will have more time to iterate over the wording with your translator, and less stress when deadlines approach
- Punctuation, grammar, and spelling mistakes are enough to cause a good claim to perform poorly



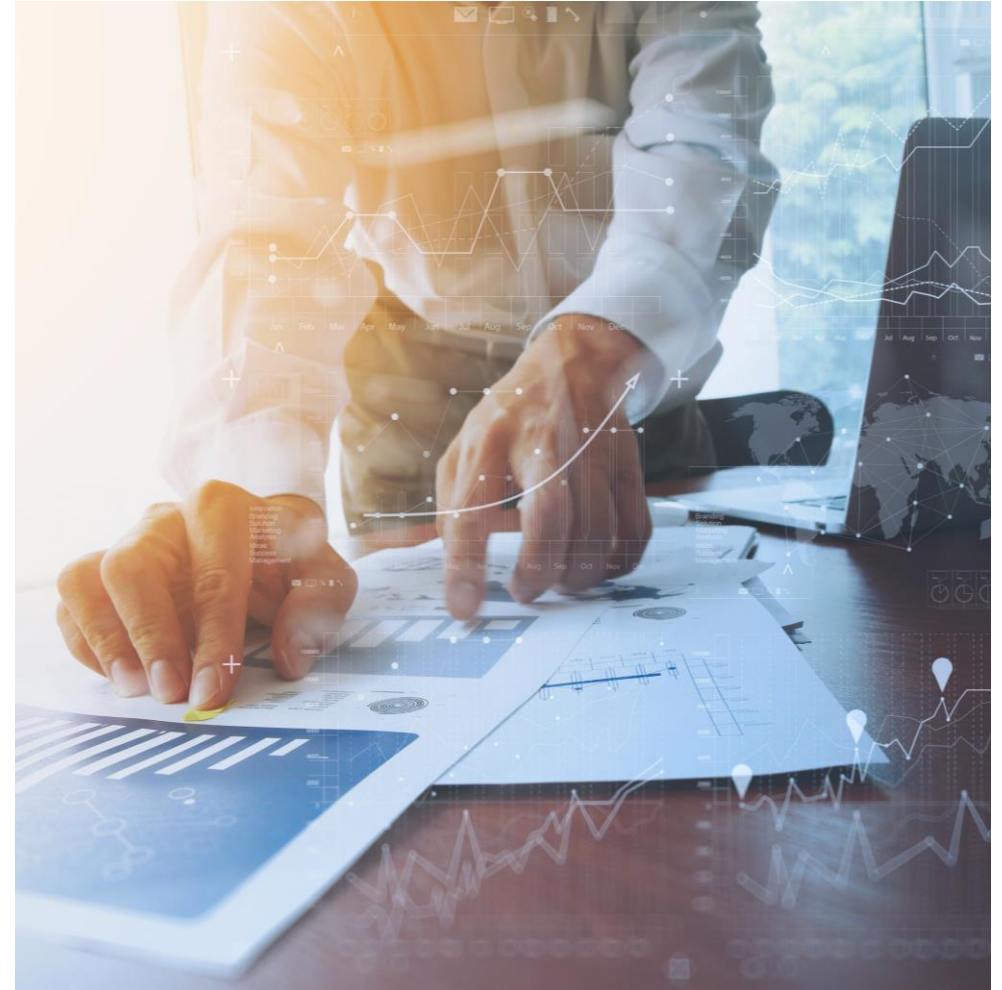
7 Crafting claims: Ensuring relevance of claims and metrics for meaningful results

Claims testing can return unexpected results. It is usually caused by:

- **Claims being too similar.** Preferences for such claims will likely be very similar. We would recommend having other diagnostics (e.g. naturality, etc.) as a point of differentiation.



- **Claims not relevant for your audience.** When the product is not too relevant for the audience, results may not be meaningful for interpretation
 - > Carefully define your sample definition (e.g. decision makers / current users / considerers according to your marketing objectives).
 - > If you have claims for specific sub-audience within the main audience, results for those claims should be analysed by the specific segments





Choosing testing method

1

How to show claims

2

Combining choice with diagnostics

3

Competition and branding

4

Claims testing methodology cheat sheet

1 Choosing the right method: How should you show claims?

What is being tested

Testing a single topic

Example:

- *Testing benefit claims*

Testing multiple topics

Example:

- *Testing benefit, sourcing, and RTB claims*

Finding best combinations

Example:

- *Finding top 3 claims to show together from a list of claims*

What should be shown

Single claim

Example:

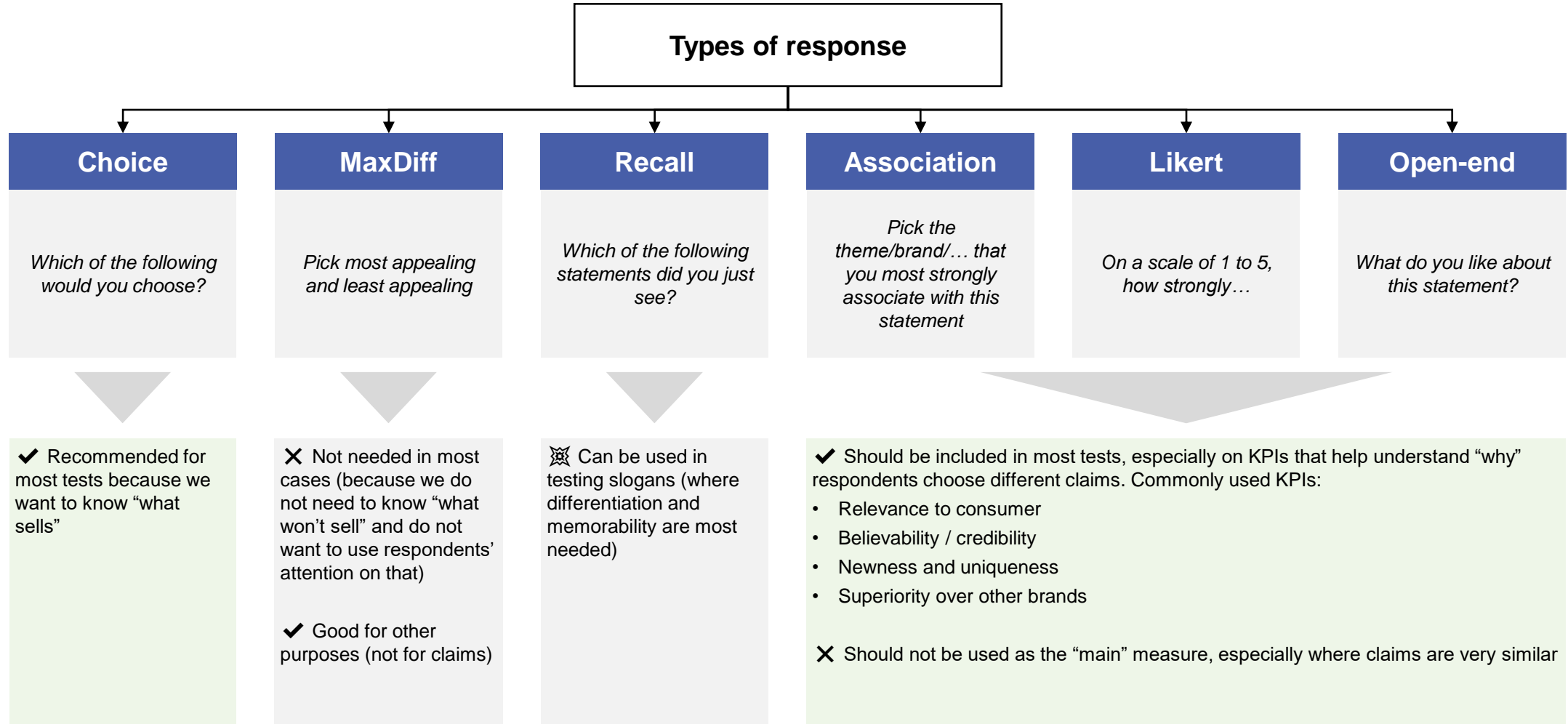
- *With the special taste of raw milk*

Combination of multiple claims

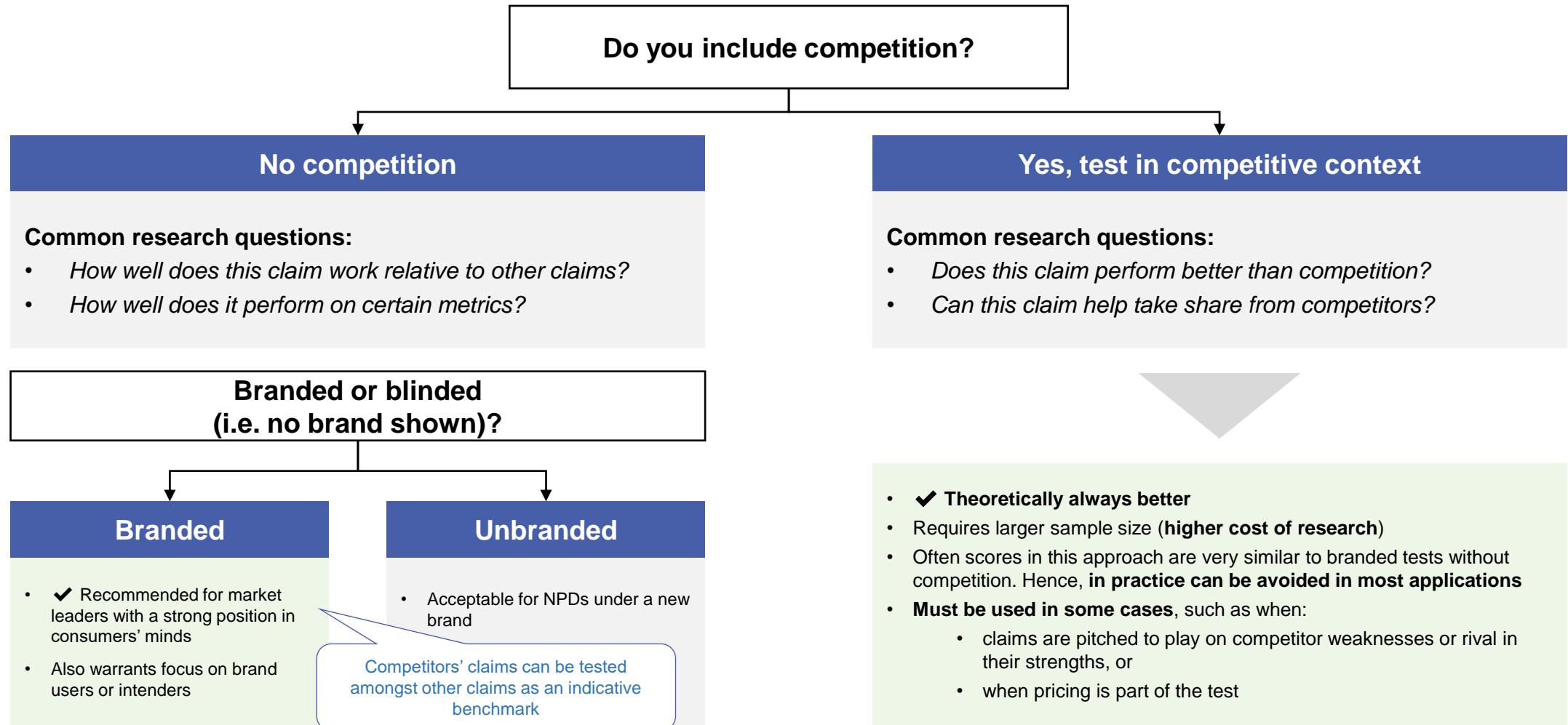
Example:

- *With the special taste of raw milk*
- *Best support for gluten intolerance*

2 Choosing the right method: Claims test should combine choice (main measure) and diagnostics



3 Choosing the right method: Tests with competition are more robust, but costly



4 Choosing the right method: Which methodology to use for testing claims?

Single brand

In a competitive context

Individual claims

Example research question: What is the most impactful benefit among twenty possible claims?

Automated

Claims Test

Key metrics: Preference scores, diagnostics, open-ends

Automated

Custom

“Strict” combinations

Example research question: What is the best combination of

- 1 benefit +
- 1 composition RTB +
- 1 sourcing RTB?

Automated

Generic Conjoint

Key metrics: Preference scores (for claims and combinations of claims)

Brand Specific Conjoint

Key metrics: Preference share (vs. competitors)

Complex combinations

Example research question: What is the best combination of 3 claims given a list of 30+ claims and non-trivial restrictions on combining them?

Custom

Claims Combo Test

Key metrics: Preference scores (vs. competitors) and diagnostics