

# Advanced Claims Testing



## Create and test product claims that **work**

With ever-increasing competition and shortening attention spans of most consumers, it is crucial to make brands & products stand out with the right claims and messages.

4Dshopper's claims testing is a research methodology that will help to activate shoppers with messages that effectively highlight the value and uniqueness of a given brand & product.

## Advanced Claims Testing

### Best-possible on-pack propositions

4Dshopper's choice-based conjoint modelling approach allows to identify, test, and refine on-pack messaging and brand tone:

- Assesses the combined potential of Claims, Varieties, Names and Visuals
- Designed to work with any type of short marketing proposition, across all product categories
- Simulates preference shares to compare performance of different claims combinations against competitors
- Identifies the winning on-pack proposition and eliminates those which do not appeal to consumers
- Avoids creating unnecessary content and maximises brand ROI.

#### Pack size /shape / colour



- **Names**
- **Claims**
- **Visuals / Icons**
- **Varieties**



## Advanced Claims Testing in three steps

1



### Set-Up

Assemble relevant concept material to result in exhaustive list of product claims.

→ Use customer surveys, brainstorming sessions, market research, and competitor tracking to originate powerful marketing claims

2



### Respondent Interface

Ask qualified respondents during on-line interview to choose between one of several product options defined by randomly arranged claims combinations, all embedded in real-life product depictions, to mimic real-life purchase choices.

→ For an example, see next page

3



### Output

- Build state-of-the-art simulator
- Determine the best combination of claims for a product
- Compare the sales performance of potential claims against competitors
- Quantify the contribution of each individual claim to total purchase intent

- Assemble list of „plausible“ on-pack claims
- Organise them under relevant headers
- **Question: Which combination of claims generates strongest product interest?**

**Example:**  
Sample of claims  
for Body Lotion

Claim 1	Claim 2	Claim 3
BOTTLE MADE FROM 30% RECYCLED PLASTIC	hypoallergenic and pH balanced	90% natural origin ingredients
BOTTLE MADE FROM 50% RECYCLED PLASTIC	paediatrician and dermatologist tested	95% natural origin ingredients
BOTTLE MADE FROM 80% RECYCLED PLASTIC	suitable for sensitive skin	98% natural origin ingredients
BOTTLE MADE FROM 90% RECYCLED PLASTIC		
BOTTLE MADE FROM 100% RECYCLED PLASTIC		



Body Lotion Bottle:  
Dispenser Mockup

## STEP #2

### Respondent Interface

Respondents will go through a sample of 6-8 of these randomly generated choice tasks (EXAMPLE)

## CLAIMS TESTING

Here are 4 different Baby Shampoo products and statements they might make on their packaging.

If these were your only options, which one would you purchase ?

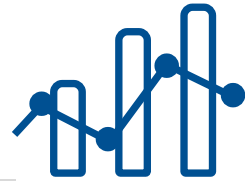
**BOTTLE CLOSURE**

**BRAND**



<b>ECO-CONCERN</b>	BOTTLE MADE FROM 80% RECYCLED PLASTIC	prevented ocean plastic		
<b>INGREDIENTS</b>	natural oat extract			98% natural origin ingredients
<b>CREDENTIALS</b>	paediatrician and dermatologist tested	paediatrician dermatologist approved		
	free from sulphates, soap & dyes + tear-free			free from sulphates, soap & dyes + tear-free
<b>TARGET GROUP</b>	for sensitive skin	suitable for sensitive skin	support natural skin development & microbiome	suitable for sensitive skin
<b>Size</b>	300ml	250ml	400ml	500ml
<b>Unit Price</b>	£2.40/100ml	£1.60/100ml	£0.56/100ml	£0.47/100ml
<b>Retail Price</b>	£6.00	£4.00	£2.25	£2.35

None of these



## Baby Shampoo Choice Simulator

Quantify the contribution of each individual claim to total purchase intent

Aveeno Baby

Childs Farm

baby Dove

Johnson's

BRAND

CLAIM 1

CLAIM 2

CLAIM 3

PRICE

€€€

€

€€

€

% SHARE

26,9%

17,3%

51,6%

4,2%

Determine the best combination of claims for a product

Compare the sales performance of potential claims against competitors

## Key benefits of our Claims Testing solution

### Instant insights

4Dshopper's claims testing solution **quickly** identifies where claims scored well or poorly. It also automates analysis, saving you valuable time and uncovering insights that may have been missed.

### Robust data

Reach relevant target groups through online interviews with certified panels in most countries. Get **robust** consumer feedback based on large respondent samples.

### Advanced analytics

State-of-the-art adaptive choice-based conjoint modelling provides the **confidence** to understand the true potentials of your claims.

**4D**shopper.com

T +49-2131-27 23 55