NAVIGATING SENSORY CLAIM SUBSTANTIATION FOR ADVERTISING

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AN INTRODUCTION TO E1958 STANDARD GUIDE FOR SENSORY CLAIM SUBSTANTIATION

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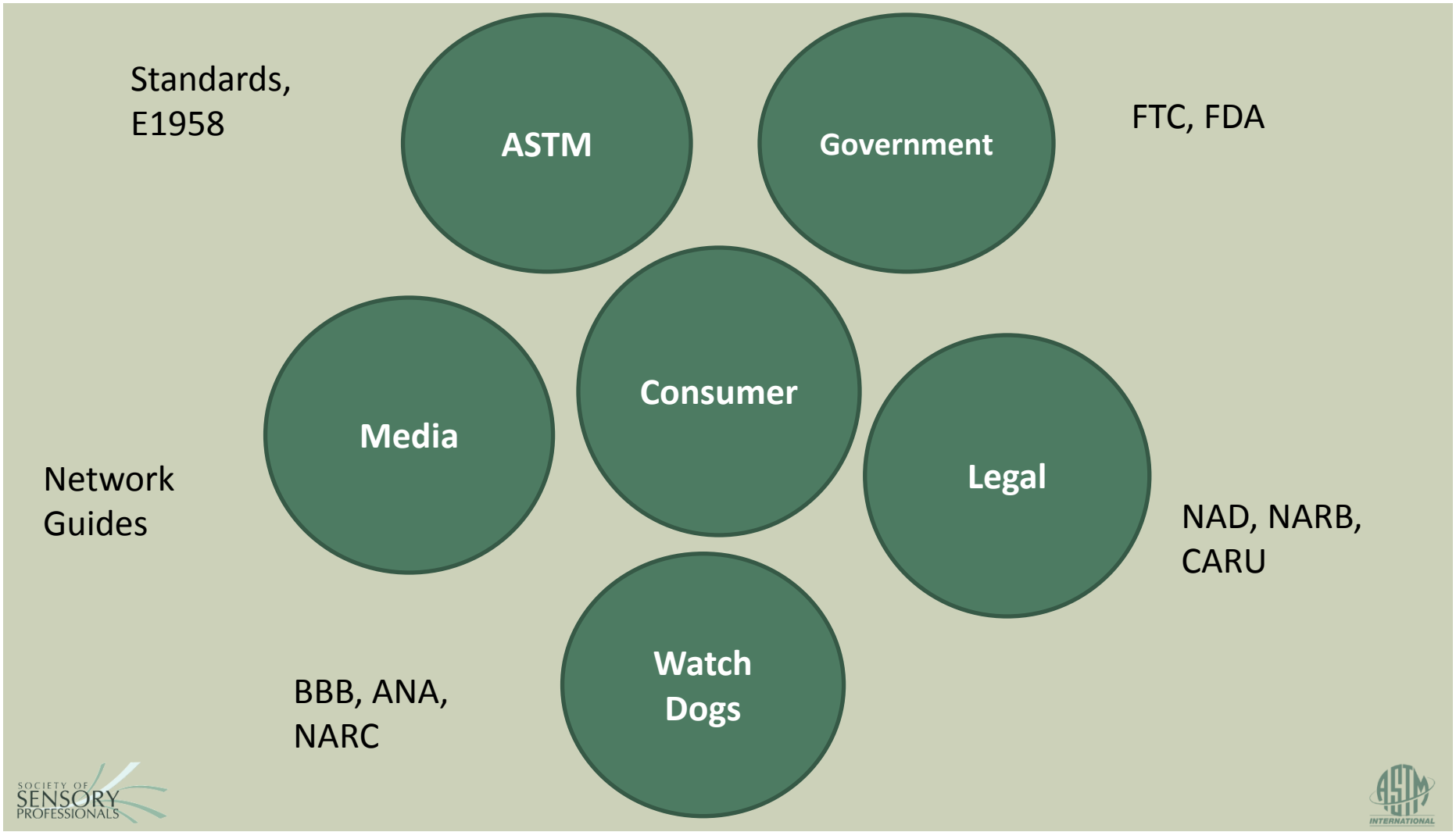
HISTORY OF E1958

- Requested by the NAD (Ron Smithies)
  - Historically no publications on correct testing protocols for sensory claim support
    - Scientific expertise distinct from NAD's Legal expertise
  - Need for best practices from scientific and technical consumer product claims testing professionals
- Work began in 1990; first published 1998
  - M Wolf co-chair since beginning of task group
  - B Margoshes now co-chair

EXTERNAL CLAIMS SUBSTANTIATION STAKEHOLDERS



PROS & CONS OF CONSENSUS INDUSTRY STANDARD METHODS

- PROs
  - + Recognized, broadly reviewed/approved methods
  - + Agreement from professional experts across disciplines and industries (n=250)
  - + Claims support stronger using these methods
- CONs
  - – Consensus reviews & revisions can be cumbersome & time consuming
  - – Have to address all viewpoints to reach alignment

TYPES OF CLAIMS IN E1958

- Sensory and/or perceptual attributes of products
- Comparative Claims
  - Parity, equality, unsurpassed, superiority
- Non-Comparative Claims
  - Product performance and benefits
- Hedonic
  - Liking, acceptance, preference
- Attribute/Perception
  - Amount, intensity

ASTM E1958 KEY PRINCIPLES

Is claim support:

- REASONABLE
  - Fair, representative, unbiased
- RELEVANT
  - Consumer noticeable



TESTING PROTOCOLS

Principles/best practices for

- Sampling
- Product
- Study Design
- Questionnaire
- Study Execution
- Analysis

TESTING PROTOCOLS

Consumer Testing

- Hedonic
- Attribute
  - Acceptance/liking
  - Preference
  - Just right
  - Intensity

Laboratory Testing

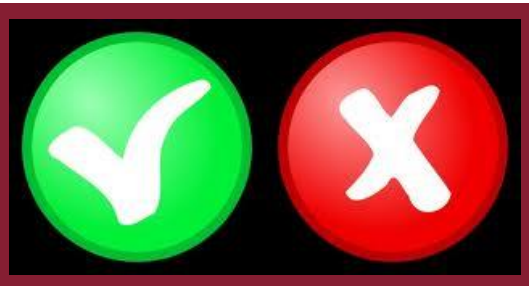
- Difference/Discrimination
- Descriptive Analysis
  - Perception/intensity
    - Product
    - Specific attribute(s)

DOs



- Involve all relevant parties early & throughout (section 4.1)
- State the claim clearly in the study design (section 4.6)
  - Clarify hedonic vs. perceptual attributes
- **Reasonable**
  - Technical justification for study design
- **Relevant**
  - Holistic – respondents, study location, product usage, analysis…

DON'Ts



Convenience testing

- Does study design and execution meet all the reasonable & relevant criteria?
- Is this a focused claim support study?
- Is representative, relevant product in the test?

Employee testing

- "Convenience sample" implied bias
- Product familiarity/recognition

Onsite testing CLTs need a neutral location

- Today's speakers will cover
  - NAD
  - Networks
  - Legal Counsel
  - Case Studies
  - Canadian & International Perspective

NAVIGATING CLAIMS PERSPECTIVES