Making claims that stick: improving claims using consumer neuroscience

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Poster #66

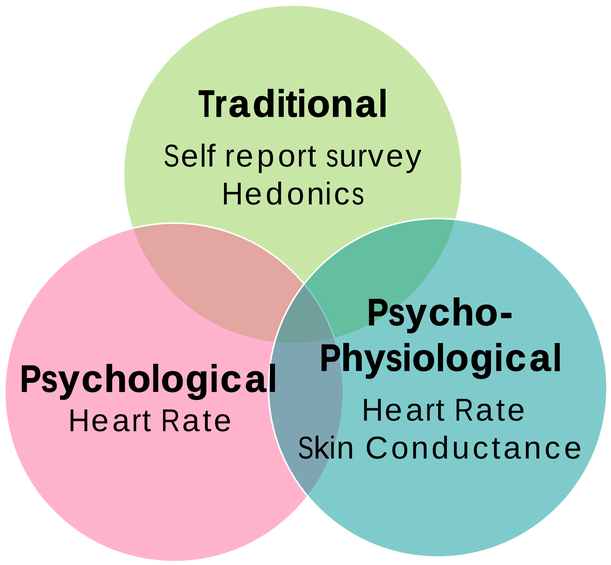
INTRODUCTION

"Extraordinary claims require extraordinary evidence" (Carl Sagan). We make the case for using applied consumer neuroscience on both ends of claims research: substantiation and communication testing. Real estate on packaging is highly valuable and is the first explicit communication that a product has with the consumer. Therefore it is very important to understand how product labeling and packaging communications affect consumer perception. Uncovering benefits and perceptions can be accomplished through specialized consumer testing. One unique approach is to combine the power of quantitative methodologies like MaxDiff (to uncover consumer needs in a product category) with implicit methodologies like IAT – implicit association testing (to uncover consumer perceptions of brands, and thereby uncovering need-gaps within a category) to help find which types of claim would best resonate with consumers. To back claims, scientists at personal care product makers need lab tools that allow them to objectify the data. Consumer product companies increasingly rely on sophisticated tools to help them objectively evaluate their products. We suggest using consumer neuroscience as a way to differentiate product experiences, perceptions and effects. Proving a claim can be a complex operation. If a methodology doesn't exist, we develop can one. Employing a variety of methodologies, especially implicit ones, can help to create optimized and differentiating claims and messages as well as supply objective support for claims.

By utilizing neuroscientific and psychological tools, HCD and Curion help clients develop and substantiate technical claims in addition to traditional claims tests. These claims can include physiological effects (relaxing, arousing/energizing) or psychological/higher order effects, (reducing anxiety, increasing confidence, focusing attention).

APPLIED CONSUMER NEUROSCIENCE





Through using psychological and physiological methodologies, we have provided our clients with supportive data for claims substantiation.

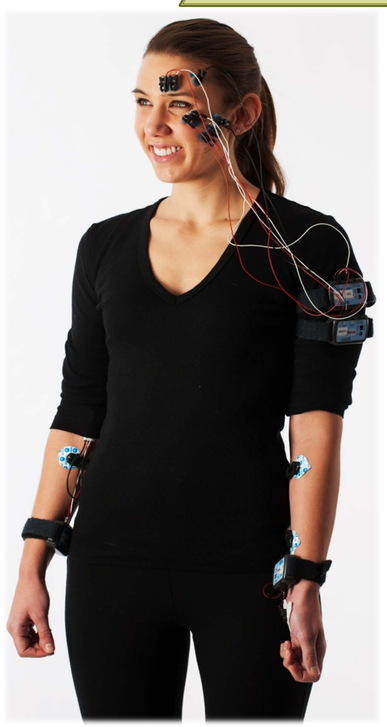
Claims around focus, arousal and psychological benefits are most common.

Utilizing specialized research design, providing literature support and fully transparent data analysis and results, clients have been able to use our data to support claims.

PSYCHOLOGICAL BENEFITS — HIGHER ORDER PSYCHOLOGICAL BENEFITS (E.G. CONFIDENCE), PERCEPTUAL ASSOCIATIONS, EMOTIONAL CHANGES, ETC.

PHYSIOLOGICAL EFFECTS — AROUSAL, ATTENTION, COGNITION, PSYCHOLOGICAL FLOW

BEHAVIORAL CHANGE — CHANGES IN BEHAVIOR OR ROUTINE (E.G. SLEEP), VISUAL ATTENTION, DECISION MAKING



CREATING A REASON TO BELIEVE

- ✓ COMPETITIVE CLAIMS
- ✓ CLAIMS SUBSTANTIATION
- ✓ CLAIMS SORTING