1 GlaxoSmithKline Consumer Healthcare

2 mmr beyond the obvious

Application of Conceptual Profiling to GI Antacid Tablet and Chewable Product Category

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Objectives

- A deep landscape understanding of the category to help guide product development and gain category & competitive knowledge using Conceptual Profiling method

- **Key information:**
  - Landscape overview of where the GSK products perform vs competitors
  - What are the **sensory** attributes which define the category?
  - Which unique **sensory** properties do the products hold?
  - What ***emotional*** messages do the products communicate to the consumers?
  - What ***functional*** messages do the products communicate to the consumers?
  - What product development innovation and renovation opportunities exist for GSK?
  - **Consonance** with the emotional and functional messages of the brand

Conclusions

Scientific innovation

- **Flavor:**
  - No single flavor is preferred ; all flavors have certain variants that perform well and others that perform poorly.
- **Format:**
  - The more traditional tablet format is directionally less well liked than the newer product formats when liking is averaged across all flavor variants tested
- **Functional Consonance:**
  - The functional profile of GSK's brand was consonant with the functional associations of all of the formats-meaning all formats were compatible with the functional promises made by GSK's brand.
- **Emotional Consonance:**
  - The more established product formats had emotional profiles that were more consonant with GSK's brand. The newest formats were highly dissonant with obvious implication for brand and product development.

Key Takeaway

Scientific innovation

- The format has a greater impact than flavors on how consumers conceptualize antacid products.
- Despite the format differences (e.g. tablet, soft chew, hard shell, etc.), consumers believe that the products will deliver the functional benefits required of an antacid.
- Conceptual profiling demonstrates that the newer formats are able to drive a higher degree of emotional engagement.
- Currently, GSK's brand is more consonant with the emotional conceptualizations communicated by the more traditional product formats. Adoption of the newer product formats may require brand communication to be modified to support the intrinsic emotional profile of the product-thereby achieving brand-product consonance with all that this implies.