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# **Claims Testing**

Identify the strongest product/service claims amongst your target audience

	00	00				
	How believable	e is the claim?		615 Respondents		
	00000			🔡 Stacked bars 📊 Bars 🗊 Data		
	c	ompletely believable				
		Somewhat believable				
	Neither believe	able nor unbelievable		Male 35-54		
	Sor	To what level do you like	e or dislike the claim?	Female 35-54	615 Responder	
				E Stacked bars	II, Bars 📰 Dat	
			Like it very much	10.71% / 3 18.52% / 5	36%/9	
			Like somewhat	24% / 6 28.57% 7.41% / 2	/8	
4 3 4 4 5 8 6 9 7 10 10 10 10 10 10 10 10 10 10			Neither like or dislike it	16% / 4 14.29% / 4 22.22% / 6		
8 11 12 12 12 12 12 12 12 12 12 12 12 12						

Our agile, templated claims testing solution helps you to Identify the strongest claims amongst your target audience. This determination is based on the claim achieving the highest believability, differentiation and brand fit ratings, to strengthen brands and concepts.

#### **Benefits**

- Find winning claims faster those that are distinctive, fit the brand, and drive purchase intent
- Understand stated claims believability, relevance, importance, likeability and more
- Identify the impact of individual words within the text idea/need statement
- Automatically calculate the project rank of each claim
- In a multi-country scenario, identify the strongest claims that are universally acceptable across different markets.

### Access key metrics that are designed to deliver critical insights

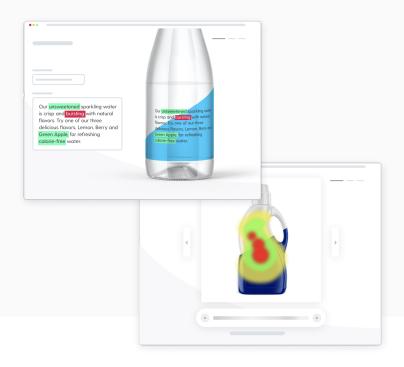
Recommended KPIs	
Distinctiveness	•
Believability	•
Brand Fit	•
Choose from	
Distinctiveness	•
Believability	
Brand Fit	•
Relevance	•
Importance	•
Likeability	•
Purchase Intent	•
Clear/easy to understand	•

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### **Score Card & Analytics**

- Results populate in real-time in our analytics tool as soon as your survey is launched
- KPI Scorecard consists of
  - Overall data
  - T2B Summary
  - Project Rank

X	J					<b>0</b> 152:30		<b>B</b> 2:30	••	1200 Required Completes	Age Range -18 E2 -18 E2 -18 25 -18
			_	_	<u></u>					alyze 🗸 Export 🗸	🏭 መ ል ଓ 🕑 🍸 🖆 🛛 EXPORTUST 2 Silde(s) 🗸 🏚
		Summary1 Rank Order	Anmage	Mean		_	- sfast cereals in the last 3 months?				
-		Average top 2 box score	mean sum	Index	Flavour	Top 2 Box	Sum	Score	Rank		
	U	5	58	12	Concept P2 Sullable for wegetarians	0.66666665	2	2.666666667	19	preakfast cereals?	615 Respon
Jummary1	v	5	54	20	Concept 20: Saltable for vegans	0.646	3	2.646	15		
Oriferent Bel	W	5	58	21	Concept 21 Mode using Himoloyon solt	0.599966667	1	1599966667	37	fast cereals do you often purchase?	615 Respon
1	х	5	54	22	Concept 22: Made using rock salt	0.6730	3	3.6738	10	last cereals ab you often purchase?	015 Respon
1	¥	5	58	23	Concept 23 Made using sea salt	0.64933333	2		20		
1	z	5	51	24	Concept 24: Cooked in vegetable of	0.626066667	21		30	' level do you like or dislike the idea?	615 Respon
1	Δλ.	5	54	25	Concept 25: Cooked in allive oil	0.675766667			-		0101103001
1	AB	5	51	26	Concept 26: Cooked in extra single silve of	0.696666667	<i>,</i> 667		7		
-	AC	5	54	27	Concept 27: Cooked in pearst oil	0.622222222					📰 Stacked bars 🛛 🖬 🖬
1	AD	5	- 58	28	Concept 28: Cooked in avocado all	0.578366667	6667		1		
- 2	AE.	5	51	29	Concept 2R Less than 150 calories per pack	0.654366667					36% / 9
1	,A.F	5	58	30	Concept 30: Less than 100 calaries per pack	0.7381	,33		29		
1	A0	5	51	31	Concept 31 Less than 50 celories per pack	0.570566667	1	_		Like it very much	10.71% / 3
1	AH	5	54	22	Concept 32 Bigger pack for sharing	0.6342	2		1		18.52% / 5
	AI	5	58	33	Concept 33 Bigger pack for you iso sharing!	0.5856	1	15856	40		
	AI.	5	51	34	Concept 34: Baked not fried	0.6609	2	2.6609	20		24% / 6
1	AK.	5	58	25	Concept 35 Fried the way you like them	0.607622222	2	2.607633333	34	Like somewhat	28.57% / 8
1.	AL	5	58	36	Concept 36: Air fried Concept 37: Air fried, healthier AND critized	0.675733333	3	3.6757333333	8	Like somewhat	
1	AM	5	54	20	Concept 37: Air fried, healthier AND crispyt Concept 38: Great value	0.30056667	3	2,701766667	47		7.41% / 2
1	AN		54	3	Concept 38 Great value	v34990000		04490000	41		
1											16% / 4
										Neither like or dislike it	14.29% / 4
	-										22.22% / 6



#### **Product Features**

Automated claims testing from start to finish Research Quality & Expertise

- Best-practice survey design and core metrics
- Test up to 50 claims per survey
- Sequential monadic (each respondent rates up to 5 randomised claims)
- Minimum of 100 respondents per claim
- Stimulus = image and/or text
- Quota Balancing

Special Tools available: Text highlighter, Heatmap

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- Real-time insights from our integrated global panel of 36+ million
- Quantitative and qualitative wrap-around
- Powerful methodologies built-in

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