

# Connecting with consumers to create breakthrough and increase activation

An *accelerated* approach to determine the impact of sustainability claims

The background features a soft-focus image of two brown paper coffee cups and several large green leaves. The cups are positioned diagonally, with one in the foreground and one slightly behind it. The leaves are scattered around the cups, adding a natural, eco-friendly aesthetic. The entire scene is overlaid with a semi-transparent green filter.

**When it comes to sustainability, when will consumers act with their wallets?**

# We designed a highly efficient two-phased approach



Are any proposed and achievable sustainability claims Instant Connections with consumers as they relate to personal care products?

## *Phase I* **ACCELERATED SORT**

*17 relevant sustainability claims were evaluated on motivation to switch brands and pay a slight premium*



Do any sustainability claims, if identified as Instant Connections, impact consumer purchasing?

## *Phase II* **RAPID RESULTS CONCEPT TEST**

*A personal care product (sunscreen) concept was evaluated monadically with and without this claim*

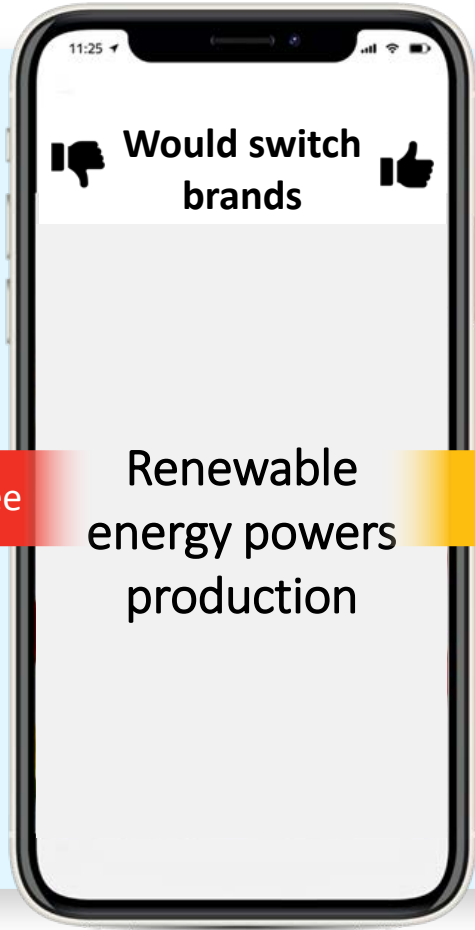


# PHASE I

**Determining the sustainability claims  
that are Instant Connections**

# We evaluated 17 relevant sustainability claims in Phase I

## Accelerated Sort Solution



Each claim evaluated on...



Would switch brands



Would pay 10% more



### Breakthrough

a measure of relative emotional intensity determined by reaction time to stimuli

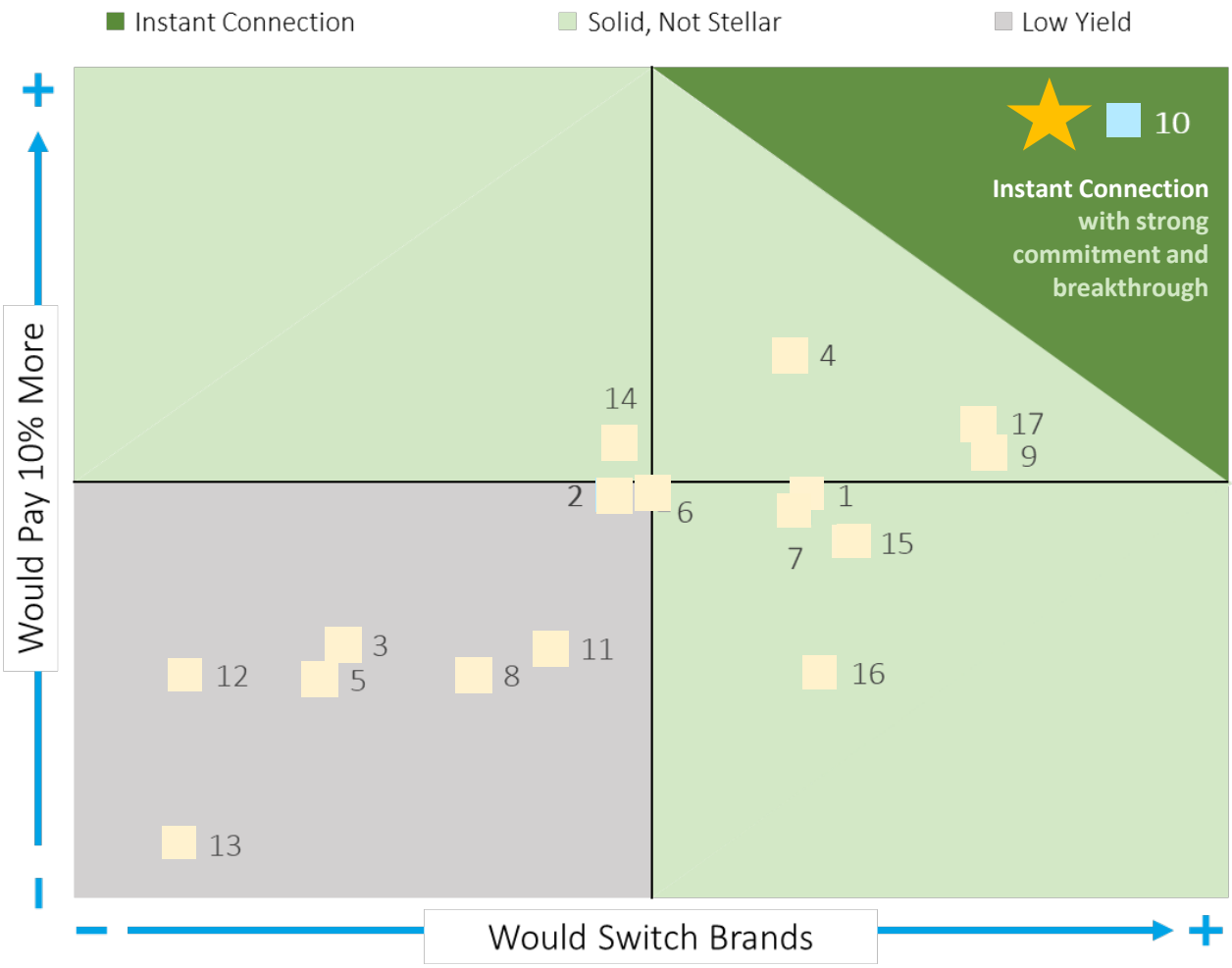


### Instant Connections

ideas with strong commitment and breakthrough

# Humane animal treatment stood out as an Instant Connection

This claim had the strongest ability to convince consumers to pay more and to switch brands.



## Top 10 Claims

Ranked by Would Switch Brands (High to Low)

**10 Committed to humane animal treatment**

- 9 Products are hormone-free
- 17 Made from recycled materials
- 15 All non-toxic elements used in the production process
- 16 Biodegradable packaging
- 1 Creating earth-friendly products
- 7 Compost production waste
- 4 Renewable energy powers production
- 6 Practicing water conservation in agricultural production
- 14 Products contain only organic ingredients

Note: Swipe metrics are calibrated to reflect response time.

A woman with dark hair is shown from the chest up, smiling and looking slightly to the right. She is applying a white cream to her right cheek with her right hand. The image is overlaid with a semi-transparent green filter. On the left side, there is a vertical blue bar. The text is in white, bold, sans-serif font.

## **PHASE II**

**Validating the purchasing impact of  
the Instant Connection claim**

# We validated the impact of the “humane animal treatment” claim in Phase II

Respondents evaluated one of two concepts for a top-selling sunscreen, either with or without the “humane animal treatment” claim



**[BRAND NAME] Sunscreen**

- 3-fluid ounce bottles of [BRAND NAME] Sunscreen with SPF 70 that helps defend against the signs of sun and decrease the risk of skin cancer when used as directed.
- From the [DESCRIPTION] suncare brand, this sunscreen is also available in both spray and stick form and can be used at the pool or in the ocean for up to 80 minutes of water-resistance.
- Engineered with [BRAND NAME]'s commitment to humane animal treatment.

\$8.99



With claim

**[BRAND NAME] Sunscreen**

- 3-fluid ounce bottles of [BRAND NAME] Sunscreen with SPF 70 that helps defend against the signs of sun and decrease the risk of skin cancer when used as directed.
- From the [DESCRIPTION] suncare brand, this sunscreen is also available in both spray and stick form and can be used at the pool or in the ocean for up to 80 minutes of water-resistance.

\$8.99



Without claim



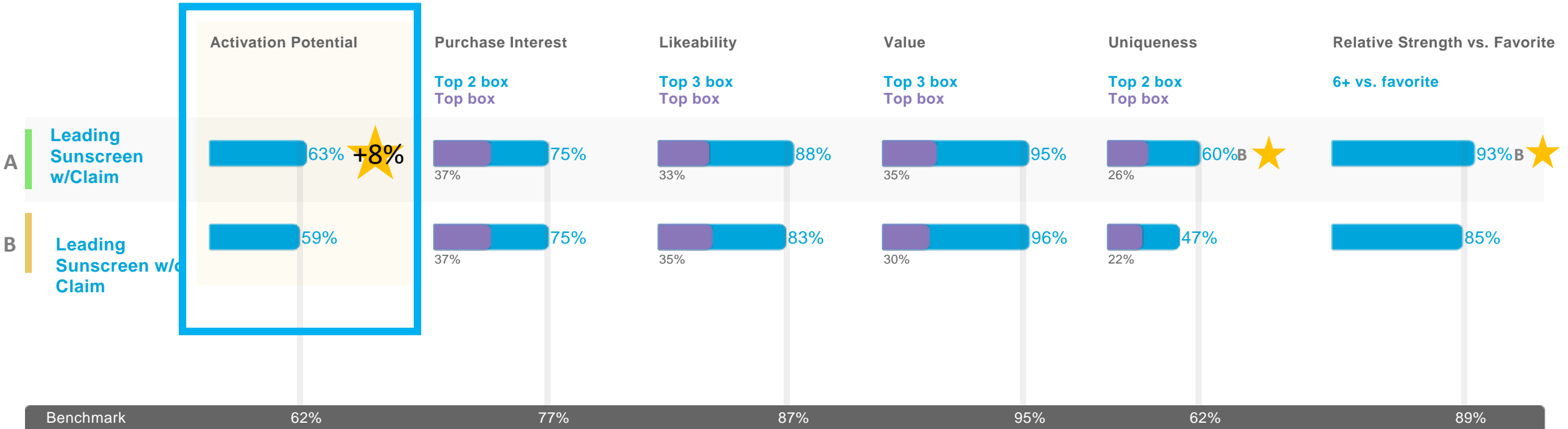
# Determining Impact through Activation Potential

## Rapid Results Concept Testing Solution



A **proven** metric for understanding the **ability to motivate** the intended audience to act

# The Instant Connection claim increased activation by 8%



Benchmarks representing hurdles for success can be provided in most cases.

# Our Accelerated Solutions allow us to quickly identify and validate top claims in a budget-friendly way

Identifying the **Instant Connections** that are relevant for your category and brand can positively drive consumer choice.

## Cost & Timing for Project

- Less than \$12,000
- Less than a week for each phase

Perfect for testing...

CLAIMS

LOGOS

ADS

MESSAGING

PROMOTIONS

NAMES

FEATURES

TAGLINES

PRODUCTS


# Thank you



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