Selecting Effective Product Claims in CPG/FMCG
1. Assemble a product
2. Ideate claims
3. Launch a test
4. Learn more about claims and testing them
5. Review results
Conjoint.ly provides automated and custom research for product and pricing questions

- **Generic Conjoint**: Importance of features, attributes, willingness to pay, simulations, etc.
- **Brand-Specific Conjoint**: Preference for brands and features, simulations, etc.
- **Claims test**: Acceptable price ranges
- **Predictive Product Test**: Predictions, consensus history, rationales
- **Gabor-Granger**: Price elasticity curves, optimal prices
- **Van Westendorp**: Acceptable price ranges

Learn more about Conjoint.ly on our website.
What we are aiming for:
Step 1

Warning: This product and its contents are not for human or animal consumption.

Intended Ingredients:
Milk chocolate (sugar, milk cocoa butter, chocolate, soy lecithin - an emulsifier, vanillin - an artificial flavor).

Manufactured on equipment that processes peanuts and tree nuts.
What we are aiming for:
Step 2
1. Assemble a product

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What is a claim?

A claim is an **assertion** about a **product** across any **channel** (advertising, digital promotions, public statements, or product packaging)

What’s not a claim:
- Logo
- Pricing
- Consumer insight
## Claims by content

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Reason to Believe (RTB)</th>
<th>Targeting</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature / Flavor</td>
<td><strong>With the special taste of raw milk</strong></td>
<td><strong>From the best cows of Austin, TX</strong></td>
<td>For specific occasion</td>
</tr>
<tr>
<td><strong>Perfect as a gift</strong></td>
<td><strong>Pasteurized, not boiled</strong></td>
<td><strong>For the gluten-intolerant</strong></td>
<td>“Is there anything else like it?”</td>
</tr>
<tr>
<td>Functional</td>
<td><strong>Melt in your mouth, not in your hand”</strong>*</td>
<td><strong>With added Vitamin C</strong></td>
<td>For specific person</td>
</tr>
<tr>
<td>Emotional</td>
<td><strong>Brings out a happy smile in you”</strong></td>
<td><strong>Certified USDA Organic”</strong></td>
<td></td>
</tr>
<tr>
<td>Societal/Moral</td>
<td><strong>Sustainably sourced”</strong></td>
<td><strong>Over 50 years of chocolate-making magic”</strong></td>
<td></td>
</tr>
</tbody>
</table>

* Treets (Mars Limited)
Submit your claim ideas

👉 Conjoint.ly/ideas
Write your favorite claim here
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Contents

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### Claims by reference point

<table>
<thead>
<tr>
<th>Feature / flavor</th>
<th>Product</th>
<th>Competitors</th>
<th>Consumer</th>
<th>Other consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>“With the special taste of raw milk”</td>
<td>“Closest to raw milk taste among all chocolate brands”</td>
<td>“Raw milk taste that you sometimes so crave”</td>
<td>“Raw milk taste that your grandparents grew up with”</td>
</tr>
<tr>
<td>Process</td>
<td>“Pasteurized, not boiled”</td>
<td>“Unique pasteurization process”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For specific person</td>
<td>“For the gluten-intolerant”</td>
<td>“Best support for gluten intolerance”</td>
<td>“Keeps your gluten intolerance at bay”</td>
<td>“Enjoyed by the gluten intolerant community”</td>
</tr>
<tr>
<td>Other…</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Three noteworthy linguistic factors

1. **Length of text**
   - Graph showing a scatter plot with length of claim (characters) on the x-axis and indicative willingness to pay on the y-axis. The data points are scattered around a trend line, indicating a positive correlation.

2. **Substitution for a similar statement**
   - Example: "100% Kosher" → "100% Kosher Ingredients"

3. **Neologisms**
   - Example: "Advanced ActiMince process" → "RealMilk™ ingredients and goodness of nature"
Ways to test claims in surveys

How do you show claims?

Single claim
- With the special taste of raw milk

Combination of multiple claims
- With the special taste of raw milk
- Best support for gluten intolerance

Types of response

MaxDiff
- Pick most appealing and least appealing

Choice
- Which of the following would you choose?

Recall
- Which of the following statements did you just see?

Association
- Pick the theme/brand/… that you most strongly associate with this statement

Likert
- On a scale of 1 to 5, how strongly…

Open-end
- What do you like about this statement?
MaxDiff vs adaptive choice-based test: Common survey flow

Choice-based testing

MaxDiff

Adaptive choice

Brand association

Attitudes and key metrics

Free form feedback

“Advanced ActiMince process”

“RealMilk™ ingredients and goodness of nature”

“100% Kosher Ingredients”

“Perfect as a gift”

…
MaxDiff vs adaptive choice-based test: How MaxDiff works

<table>
<thead>
<tr>
<th>Worst</th>
<th>Claim</th>
<th>Best</th>
</tr>
</thead>
<tbody>
<tr>
<td>●</td>
<td>Advanced ActiMince process</td>
<td>○</td>
</tr>
<tr>
<td>○</td>
<td>100% Kosher Ingredients</td>
<td>○</td>
</tr>
<tr>
<td>○</td>
<td>Perfect as a gift</td>
<td>●</td>
</tr>
<tr>
<td>○</td>
<td>Made at an old country house</td>
<td>○</td>
</tr>
</tbody>
</table>

List of claims

Respondents identify best and worst options in each question

All claims ranked with good certainty
MaxDiff vs adaptive choice-based test: How adaptive choice works

List of claims

Respondents identify best option in each question (not worst)

Survey adapts to focus on more promising claims

All claims are ranked, with greater certainty for top claims
MaxDiff vs adaptive choice-based test: How adaptive choice works

What’s wrong with MaxDiff

× “Worst” is not very relevant because we are usually interested in “best”
× Usually, not mobile friendly
× Unnatural task for respondents, takes longer
× Standard MaxDiff does not adaptively eliminate worst options

Cost savings from Adaptive Choice

Typical sample costs (100% for MaxDiff)

<table>
<thead>
<tr>
<th></th>
<th>MaxDiff sample cost</th>
<th>Savings from adaptiveness: Lower N</th>
<th>Savings from shorter survey length</th>
<th>Adaptive Choice sample cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>100%</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Testing combinations of multiple claims: Structure of inputs

Do all your claims fall into mutually exclusive categories?

✔ Yes

✖ No

**Generic Conjoint**
- **Flavor**
  - “With the special taste of raw milk”
  - “Tastes of coco berries”
  - “Exotic taste of raw chocolate”

- **RTB**
  - “Pasteurized, not boiled”
  - “With added Vitamin C”
  - “Certified USDA Organic”

**Claim Combination Test**
- “From the best cows of Austin, TX”
- “56 years of chocolate-making magic”
- “Over 50 years of chocolate-making magic”
- “Pasteurized, not boiled”
- “With added Vitamin C”
- “Certified USDA Organic”

✖ Do not combine
Testing combinations of multiple claims: Outputs for individual claims

Generic Conjoint shows preferences by attribute and claim

Claim Combination Test shows preferences for each claim

Flavor

RTB

Preferences by claim

Preferences by claim
Testing combinations of multiple claims: Outputs for combinations

<table>
<thead>
<tr>
<th></th>
<th>Combo 1</th>
<th>Combo 2</th>
<th>Combo 3</th>
<th>Combo 4</th>
<th>Combo 5</th>
<th>Combo 6</th>
<th>Combo …</th>
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<tbody>
<tr>
<td>Claim 1</td>
<td>✔</td>
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<td>Claim 2</td>
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<td>Claim 4</td>
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<td>✔</td>
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<td>Claim 5</td>
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<td>Claim 6</td>
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<td>Claim 7</td>
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<td>Claim 8</td>
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<td>Claim 11</td>
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<td>✔</td>
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<tr>
<td>Preference share (vs. competitors)</td>
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<td>44%</td>
<td>44%</td>
<td>43%</td>
<td>41%</td>
<td>40%</td>
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<tr>
<td>Preference index (no competitors)</td>
<td>54</td>
<td>43</td>
<td>35</td>
<td>34</td>
<td>32</td>
<td>31</td>
<td>…</td>
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