

Case study: Claims Test



Claims Test

Conjoint.ly Claims Test is a powerful comprehensive methodology for testing up to 300 product claims that helps you identify the most convincing claims for your brand or product category. It combines several techniques that our team have developed and refined on full-service projects for FMCG brands:

Choice of most motivating claim among a set of several claims (similar to conjoint analysis)

Adaptive experimental design algorithm that reduces sample size and brings clarity around top claims by zooming in on most promising claims

Diagnostic questions using our unique positive-negative rating scale to help you get a de-biased view of how your customers see each claim and compare results across cultures and countries

Brand associations to help you check which brand each product claim is most closely associated with

Open-ended feedback showing both positive and negative reactions to each claim

Disguised case study: Claims Test for a major yogurt brand



Business problem

- Dairy Co is a global yogurt manufacturer. Due to increasing demand for soy product in the UK, Dairy Co's strategy team would like to launch a soya-based yogurt. In designing the product, Dairy Co's ponders the need for "organic" versus "UK grown" as a trait. Launching a new product requires a significant investment, and as such, Dairy Co would like to understand:
 - How important is UK grown soya beans to consumers?
 - Is "organic" certification important for soya-based yogurt?
- Given the need to quality and agile results, Dairy Co approaches Conjoint.ly for a Claims Test project

Research approach

- Dairy Co performed Claims Test using Conjoint.ly platform and tested 120 potential claims
- Using Conjoint.ly's adaptive methodology, the sample size required was significantly reduced to 300
- Data collection was completed in 8 hours given the relative scope of the target audience
- Findings were immediately available upon completion of the project
- At the request of Dairy Co, Conjoint.ly team assisted on review of the study before launch

Outputs and outcomes

- Claims Test confirmed that the top claim was most certainly "Made from UK grown soy". The claim performed well in all diagnostics aspects of naturalness, healthiness, and credibility. It also has strong brand association with Dairy Co
- The study provided agile and actionable insights to help Dairy Co understand the importance of UK grown soy versus "organic" certification
- Dairy Co proceeded to launch Soya-based yogurt without "organic" certification and invested in sourcing UK grown soy

Claims Passport Name: <i>Made from UK grown soy</i> Theme: Local Probability : 100% to be in top 3 Brand : Dairy Co Diagnostics Seems natural: 3.2 / 4 Healthy: 3.5 / 4 Credible: 3.4 / 4 (👍 for 3 and above)	Positives <ul style="list-style-type: none">• It sounds healthy• Made in UK• Sounds authentic• UK grown soy Negatives <ul style="list-style-type: none">• I like everything• Nothing to dislike• I love soy yogurt• Don't think I would like soy-product
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Conjoint.ly Investment

£2,730
Total cost

8 hours
Time to insight

Inputs:

Easily set up a Claims test experiment in Conjoint.ly

Adaptive claims test with option to focus on top claims or test all claims

Set up a new adaptive claims test

Diagnostic questions to assess various KPIs

Choose "Test all claims" or "Focus on top claims"

Enter claims to be tested as well as which themes do they belong to

The screenshot shows a multi-step setup process. Step 2, 'Define Claims', is highlighted. It offers two options: 'Identify and zoom in on top claims' (reducing sample size) and 'Perform a thorough test of all the claims' (traditional approach). Below, a table lists claims and their group assignments.

Claim	Group
Claim 1	Group name
Claim 2	Group name
Claim 3	Group name
Claim 4	Group name
Claim 5	Group name
Claim 6	Group name

What respondents see

Which of the following claims would you choose for packaged organic baby food?

Sort by: None

Claim 1 Choose

Claim 3 Choose

Claim 9 Choose

Claim 8 Choose

Claim 5 Choose

Go back

None of the above

The respondent interface displays a question and a list of claims, each with a 'Choose' button. A 'Go back' button and a 'None of the above' button are also visible.

Outputs: Identify highest performing claims (1/2)

Performance of claims by preference scores and diagnostic questions

Claim passport

Summary of preferences and diagnostics for each claim

Show 20 claims Show probability for each claim to be in top 1 Search:

Claim	Score	Rank	Probability of being in top 1	Credibility	Natural-ness
Hypo-allergenic	17.6	1	36%	0.5	0.5
Heals cracks in your hands	17.5	2	45%	2	0
Softy hands for your beauty	11.2	3	17%	-1.5	0.2
Paraben-free	9.5	4	2%	N/A	N/A
Non-greasy	4.7	5	0%	-1	-1.3
Fragrance free for sensitive skin	2.9	6	0%	2	-2
Made specifically for sensitive skin	0.3	7	0%	-1	-0.5
The best softness of your hands. Delivered	-1.1	8	0%	N/A	N/A
Makes your hands very soft	-2.1	9	0%	2	-0.5
Soft Soft Soft	-2.8	10	0%	-2	2
Dry hand cream will moisten them up	-3.9	11	0%	N/A	N/A
Good for kids	-5.5	12	0%	1.5	0
Dry away Wet Int	-8.4	13	0%	-2.5	-0.3
The best softness of your hands.	-11.8	14	0%	0	-1.5
Ultra-moisturising for labourers' hands	-28.2	15	0%	-2	2


Legend for diagnostic questions: Negative: -2 and below Mixed views: 0 Positive: 2 and above

Previous 1 Next

Passport of a claim

Select claim: Hypo-allergenic

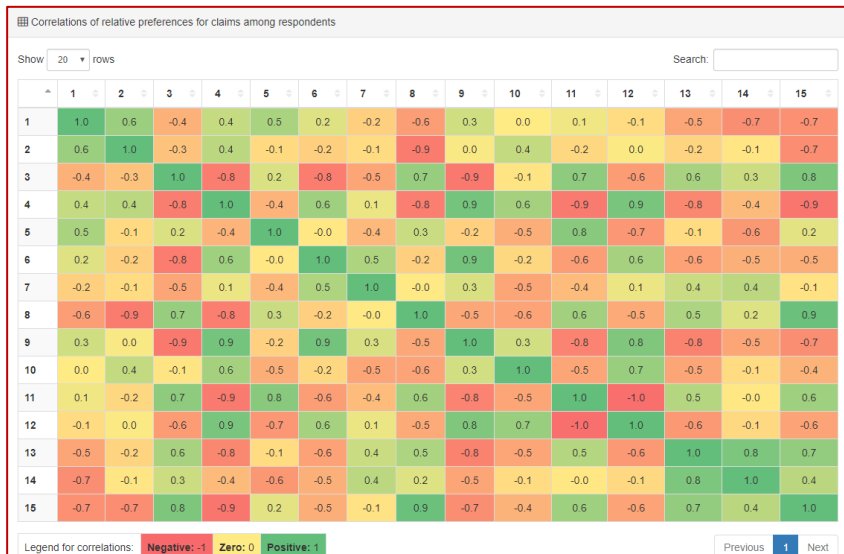
Name	Hypo-allergenic
Topic	Free from
Probability of being in top 3	79%
Most relevant brand	Colgate
Credibility	0.5
Natural-ness	0.5

 Winning claim

Each claim will have a passport and **top claims** will have our stamp of approval

Outputs: Identify synergies between claims (2/2)

Correlation between claims to identify synergies



TURF analysis to identify optimal combination of claims

'A' TURF analysis: Which combinations of claims activate the largest number of respondents?

Show top combinations of 3 claims

Claim 1	Claim 2	Claim 3	Reach
Heals cracks in your hands	Hypo-allergenic	Paraben-free	80%
Makes your hands very soft	Softy hands for your beauty	Heals cracks in your hands	60%
Makes your hands very soft	Heals cracks in your hands	Hypo-allergenic	60%
Makes your hands very soft	Heals cracks in your hands	Paraben-free	60%
Softy hands for your beauty	Heals cracks in your hands	Hypo-allergenic	80%
Softy hands for your beauty	Heals cracks in your hands	Paraben-free	80%
Softy hands for your beauty	Soft Soft Soft	Heals cracks in your hands	60%
Softy hands for your beauty	Dry hand cream will moisten them up	Heals cracks in your hands	60%
Softy hands for your beauty	Dry away. Wet Int	Heals cracks in your hands	60%
Softy hands for your beauty	The best softness of your hands.	Heals cracks in your hands	60%
Softy hands for your beauty	The best softness of your hands. Delivered	Heals cracks in your hands	60%
Softy hands for your beauty	Heals cracks in your hands	Non-greasy	60%
Softy hands for your beauty	Heals cracks in your hands	Fragrance free for sensitive skin	60%
Softy hands for your beauty	Heals cracks in your hands	Ultra-moisturising for labourers' hands	60%
Softy hands for your beauty	Heals cracks in your hands	Good for kids	60%

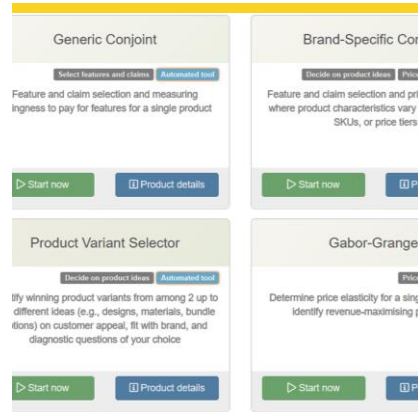
Why Conjoint.ly



Trusted by insight departments of global brands

Conjoint.ly automated tools (Conjoint analysis, Claims Test, etc.) have been used by multiple projects from multiple countries.

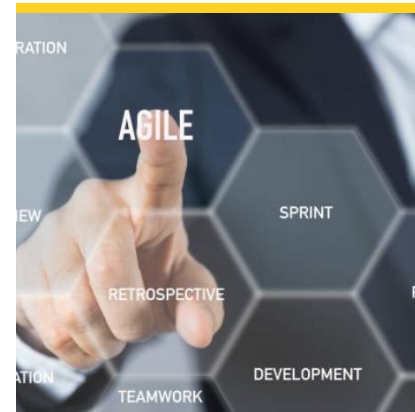
We are cooperatively working together with several insights department of global brands



Specialisation in pricing and product research

We are focused on product and pricing research (i.e. we do not offer ad testing, shopper, other types of studies)

We support 10+ pricing projects every week (most of which are automated)



Agile service from automated platform to custom projects

We provide state-of-the-art quality analytics for different types of service

From fully automated experiments on our platform to fully once-off custom projects of any complexity



Deep involvement support all through the process

Conjoint.ly provide reliable support all through the service

Quality support involves methodology explanation, interface guidance, result interpretation etc.

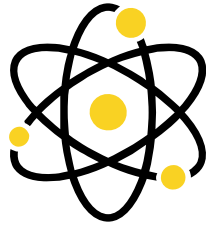
We also know data collection and can provide quality assured panel

How Conjoint.ly works: We offer product and pricing research done faster, better, at a lower cost



Tools for specific research methods

Conjoint.ly offers **manager-friendly tools for specific research methods** that are trusted by leading companies around the world



Agency-quality results using marketing science

Our methods are thoroughly tested and rooted in marketing science, which means you get **agency-quality results at a fraction of the cost and time investment**

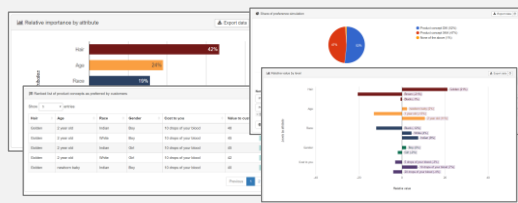


We enjoy providing support to our users

Importantly, **we enjoy providing support to our users** to ensure your studies meet your research and business needs

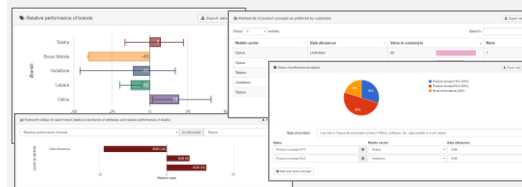
Outputs of automated tools: Log onto Conjoint.ly to explore example interactive reports

Generic Conjoint



- Importance of features, attributes, willingness to pay, simulations, etc.

Brand-Specific Conjoint



- Preference for brands and features, simulations, etc.

Claims Test



- Preference and diagnostics, Passport of a claim, TURF analysis, etc.

Predictive Product Test



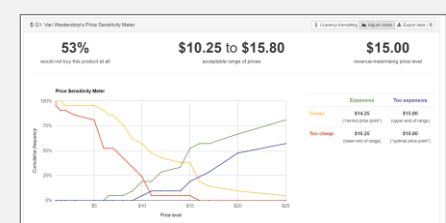
- Predictions, consensus history, rationales

Gabor-Granger



- Price elasticity curves, optimal prices

Van Westendorp



- Acceptable price ranges

All outputs come online and in Excel, segmentable by respondent attributes

How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion


“Working with Conjoint.ly was a **truly agile experience**. Mondelez used the platform for an important PPA project for one of our core product lines. The expertise gave us the confidence to **make several critical product decisions** for the business.


Shopper Insights Lead, Mondelēz International
Melbourne, Australia

Automated solutions

 **Manager-friendly tools** and intuitive online reports

 **Automated DIY research** process (design, sampling and analysis)

 **Costs:** Licence + sample (or BYO respondents)


 **Timeframe:** 5 hours to 2 weeks


 **Expert support** readily available

Custom projects

 **Decision-ready reports**

 **Research process fully managed** by us

 **Costs:** Labour + sample (or BYO respondents)

 **Timeframe:** 5 days to 3 weeks

 **Expert support** readily available

How Conjoint.ly works:

Timeline of a project



? How it works

Based on **your research** question

Insert stimuli into online interface (packaging, pricing, claims, features)

Buy from us or **bring your** customers and leads

Automated sampling (monitored by Conjoint.ly team)

Automated analytics and outputs

🕒 Timeframe

In your **own time**

5 hrs to 2 weeks

1 min to 1 hour

👤 Optional support from Conjoint.ly team (whenever you need us)

Discuss your research needs

Review your studies before launch

Custom targeting and sample

Interpreting results and extra stats analysis

Panel sampling with Conjoint.ly:

Three ways Conjoint.ly can help source respondents

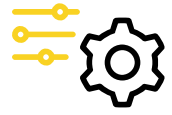
Targeted respondents



Pre-defined panels



Custom targeting and sampling



How it works

Choose country, age, gender, **profiling questions**

Choose a **pre-defined audience**
(e.g., mothers of babies <12 m.o. in UK)

Ping us for **your sample** request
(support@conjoint.ly)

Timeframe

5 hours +

1 day +

2 days +

Cost

From \$3 per complete
(quoted online)

From \$4 per complete
(quoted online)

Custom quote

Level of targeting

Broadly targeted

Narrowly targeted

Ultra-targeted

How Conjoint.ly works: We will employ state-of-the-art statistical methods

We use the most appropriate state-of-the-art techniques by default, not as an extra service



- Efficient and optimal experimental design, confirmed through **multiple runs of simulation tests to validate sufficiency** of design and optimise sample size
- **Non-trivial randomisation** in presentation of options to the respondents to remove confounding effects
- **Hierarchical Bayesian estimation** of individual-level preferences for accurate prediction of market shares

We lead the way in ensuring response quality in choice studies



- As developers of a survey platform, we care deeply for **respondent experience and mobile-readiness**
- We are ruthless and fearless advocates for response quality and we **only use quality responses in our analysis**, which has material implications for analytical outcomes

How Conjoint.ly works: Our team has supported hundreds of projects since 2016

Our Team



Nik Samoylov
Founder

Former Consultant at Bain & Company, University Medal in Marketing from the Australian National University



Jason Widjaja
Market
Researcher

First Class Honours in Marketing from Monash University



Yutian Shen
Market
Researcher

PhD in Marketing from the University of New South Wales Business School



Mitchell Vanderham
Project Manager

Bachelor of Business and Commerce, Marketing, from Western Sydney University



Denis Smagin
Developer



Anna Burunova
QA
Engineer



Sergey Pavlenko
Developer



Hugh Zhao
Market
Researcher



Sergey Sesyolkin
Developer



Nicole Teh
Director of
Strategic
Partnerships



Catherine Chipeta
Content
Creator

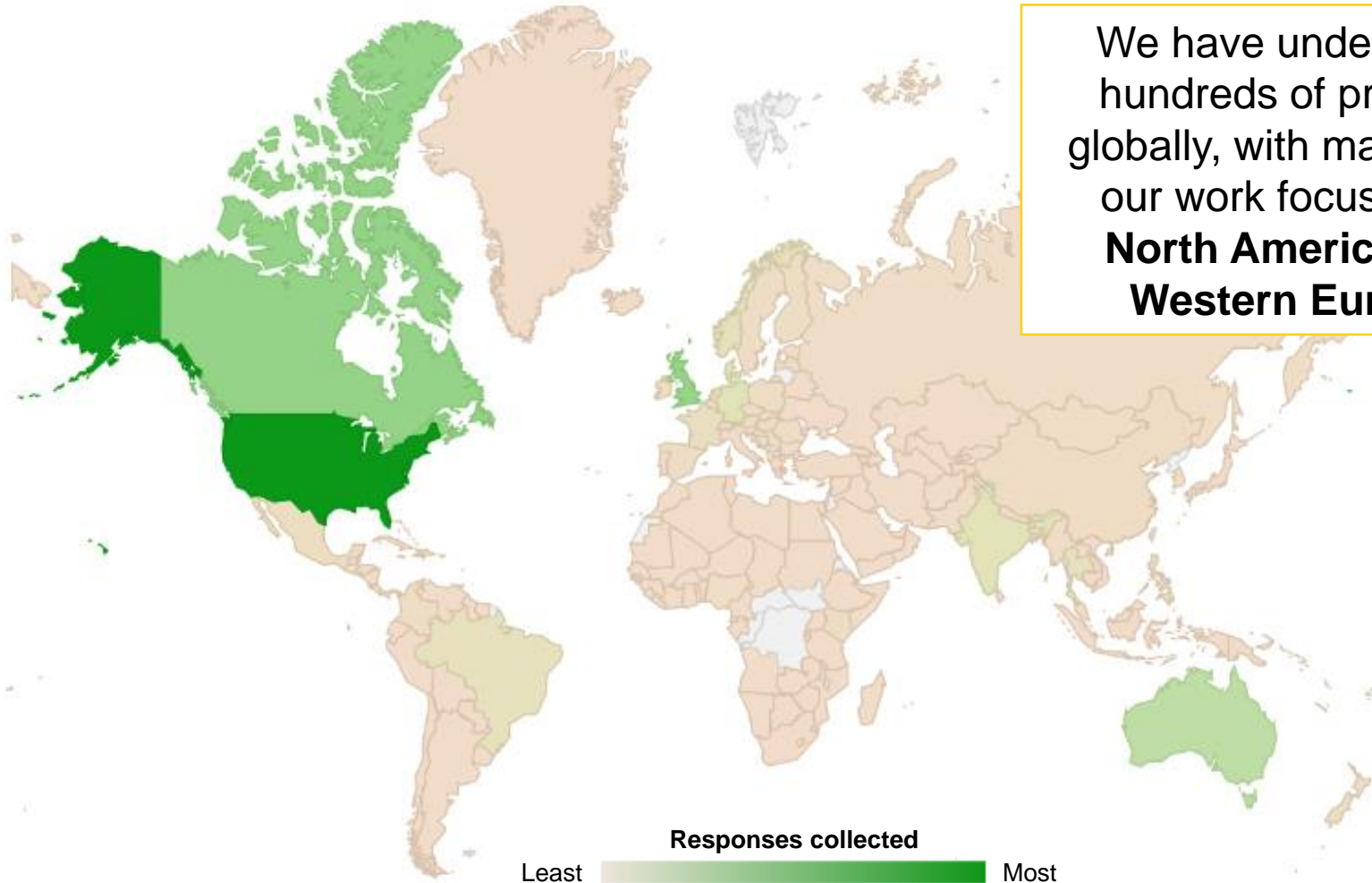


Igor Pavlichenko
Developer

Our Story

- Conjoint.ly started in 2016 with the mission to bring discrete choice experimentation within reach of corporate researchers
- Since then, we have embarked on a bigger journey of simplifying advanced research methods and helping insights managers make the most out of their research investment
- Conjoint.ly has a strong roadmap for 2020 with a number of product and pricing methods in development

Geography of previous engagements



We have undertaken hundreds of projects globally, with majority of our work focused on **North America** and **Western Europe**

Our experience:

Some of our notable custom projects



Next steps



Explore example outputs

- Log onto [Conjoint.ly](https://www.conjoint.ly) to explore example interactive outputs



Schedule a call with us

- Schedule a call with us for a demo or to discuss an upcoming project:
www.conjoint.ly/consultation



Ask us some questions

- Any questions? Happy to answer on support@conjoint.ly

