



DRIVING BRAND SUCCESS:  
**OPTIMISING  
CLAIMS TO  
MAXIMISE APPEAL**

futurethinking

# MAXIMISE THE APPEAL OF YOUR PRODUCT CLAIMS

PUBLISHED RESEARCH REGARDING CONSUMER REACTION TO CLAIMS SHOWS THAT ACCEPTANCE OF CLAIMS IS LARGELY DETERMINED BY PERSONAL BELIEFS RELATING TO THE CLAIM, AS WELL AS BY THE PERCEIVED FIT BETWEEN THE PRODUCT AND THE BENEFIT, MEANING UNFAMILIAR OR UNNATURAL COMBINATIONS STAND A LOW CHANCE FOR MARKETPLACE SUCCESS.

Those providing a credible, clear, and direct benefit (benefit, not features!) are likely to rate highest amongst consumers. Three simple rules include:

## 1. PROMOTE THE DRIVERS:

Be sure to provide the benefit of the feature, rather than just the feature itself (unless this is obvious and familiar, e.g. no artificials, low fat, etc).

## 2. OVERCOME BARRIERS:

Positively address any concerns consumers may have with your type of product.

## 3. PROVIDE THE CONTEXT TO AID THE APPEAL OF THE CLAIM. FOR EXAMPLE:

- a. Calcium references that align to a 'glass of milk' help to position the benefit in the consumer's mind – think Cadbury Dairy Milk (in imagery at least).
- b. Evaluating '3g of fat per serving' may not be intuitive to process, but when cited as 2% fat (or, even better, 98% fat-free), the provision of context enables evaluation and in all probability, a more attractive offering. Use attention grabbing claims to instantly resonate with consumers.

## IDENTIFY THE KEY CLAIMS THAT WILL DELIVER MAXIMUM SALES FOR YOUR BRAND

Ensuring your on-pack claims and brand messaging is tuned in to your consumer can provide a wealth of benefits.

Here are our top tips:

1. Demonstrate to your consumer that you understand their needs – we all want to feel important!
2. Provide clarity on your purpose and relevance to the consumer – be meaningful to them
3. Create a platform to drive appeal and overcome barriers for purchase
4. Reinforce trust, credibility, and loyalty
5. Use attention grabbing claims to instantly resonate with consumers
6. Have an engaging and beneficial point of difference

The above all combine to provide a compelling motivator to purchase.

# POSITIONING CLAIMS TO AID THE PURCHASE DECISION

## THINKING FOOD AND DRINK IN TODAY'S HEALTH CONSCIOUS AND EVER EVOLVING DIETARY FOCUSED ENVIRONMENT...

Knowing the key nutritional claims to include on-pack is vital for consumers to easily identify what foods and drinks fit with their lifestyle, whether it be low fat, low sugar, low salt, 2 of your 5-a-day, vegan, or free-from.

Fat and sugar continue to be the key nutritional indicators that are most important for consumers. While there continues to be much communication around sugar consumption, consumers are still fixed on the 'fat is bad' message from the last century, and will continue to use this to cue 'healthy'. In addition, watch out for salt concerns too, with consumers increasingly looking to reduce their intake – and as highlighted by recent 'astonishing and harmful' salt levels in Chinese takeaways and ready meals.

## THINKING OF PERSONAL CARE...

Ensure that your claims provide the benefits that your consumers are looking for and that they tie in to your brand positioning. When the claims support both the consumer desires and fit with the brand perceptions, you're on your way to an aligned communication that is consistent, clear, and seemingly intuitive – making the purchase decision very easy.

If you're talking about containing 100% natural coconut, or 0% parabens, what's the consumer benefit and why would that make them want to buy it? What is the benefit to their skin or hair? That's what they really want to know.

## STAND OUT FROM THE CROWD

Finally, understand your point of difference. It's also key to understand the uniqueness, as well as motivational power, of your claims. For example, claims of 'no artificial' often rank highly as being appealing, though they also lack differentiation. These are seen as 'hygiene' claims, being required for purchase rather than driving it.

Similarly, claims may be seen to be doing a category job rather than being specific for your brand. If you notice a jar of pasta sauce claiming to contain 1 of your 5-a-day, it is likely you could assume that all other brands and own label pasta sauces also contain the same health benefits.

## A TRUE REFLECTION OF POTENTIAL PRODUCT PERFORMANCE

Traditional methods often assess the appeal of claims in isolation. We factor in the current marketplace and competitive context, to give a more realistic base context from which to make informed product claims decisions.

Our approach reflects the decision-making behaviour of shoppers at fixture and the plethora of choices available to them. This enables us to identify which claims work best specifically for your brand and product, identifying those that provide the motivation and differentiation to drive purchase.

This invaluable mechanism for marketers, category managers and R&D teams, enables brands to react quickly to potential consumer needs, market trends, and competitor challenges.





## SPEAK TO FUTURE THINKING

When it comes to claims optimisation research, we have worked with a great mix of marketers, category managers and R&D teams from fmcg and retail brands across food and drink, beers, wine and spirits, household and health & beauty sectors.

Future Thinking takes a consultative approach to market research with commercial focus driving everything we do. That's why we focus our attention on the three key areas that drive competitive advantage: Launch, Communicate, Experience.

Our mission is to deliver consumer and business insights that tells stories, inspires action and travels within an organisation, long after the debrief.

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