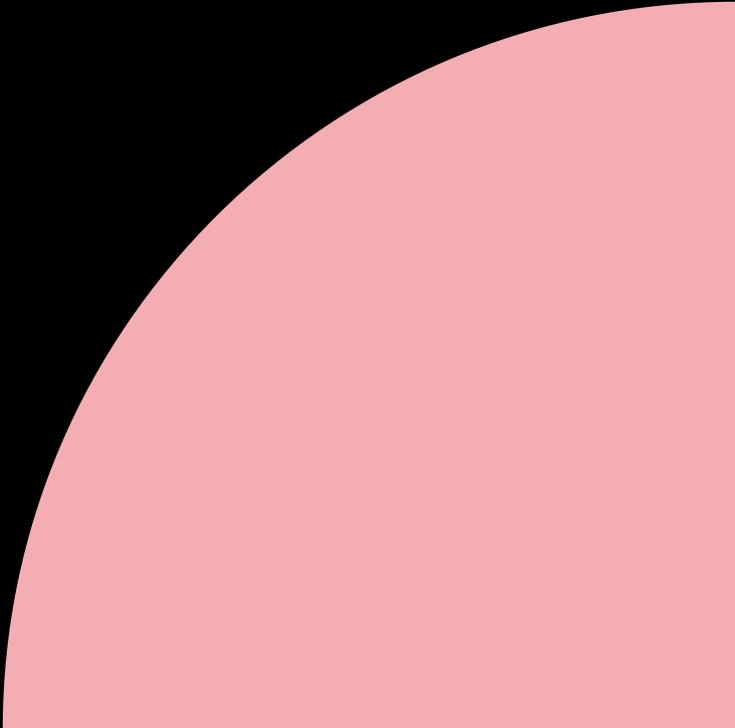


Savanta: Claims Research

Using Product Claims in
advertising and sales activity



There are six types of product claims.

- 1 Competitor preference
8 out of 10 prefer brand x over brand y
- 2 Competitor comparison
Our brand is 33% cheaper
- 3 Market leader
The world's favourite...
- 4 Pro-product
90% of our customers would recommend brand x
- 5 Scale
Over 5 million subscribers
- 6 Technical
Our product lasts 45% longer

1

Competitor
Preference

Sorry
competitor,
the people
have voted.

In a head-to-head test
9 out of 10 people prefer
our flat white.

The original Pepsi Challenge to highlight taste superiority over Coca Cola as part of a massive ad campaign. It led to a large increase in market share and forced Coke to change their formulation and disasterously launch New Coke.



2

Competitor Comparison

No need to pay more for great tasting ketchup.

The same great taste with a better price.

Most famously used by Aldi in a series of ads across different categories. It highlighted comparability with market leading brands at a lower price. Can also be used to reference unnamed “market leaders”.



Specsavers



3

Market
Leader

Travel with the world's favourite airline.

Now flying to over 200
destinations.

Claims of being the most popular or
best selling need to be supported by
sales data or research evidence.

BRITISH AIRWAYS 

 tripadvisor

 RICHMOND



4

Pro
Product

9 out of 10
customers
recommend
our skin regime.

Find out why.

Widely used in the cosmetics industry
to highlight a positive feature of the
product.



L'ORÉAL CLINIQUE



5

Scale

Join over 5 million subscribers in the UK.

Watch the latest movies at home or on the go.

Uses large numbers to promote popularity and social desirability.

PURPLE BRICKS NOW TV ASDA



Watchflix

6

Technical

Last 55% more
than the average
battery.

Our superior compound
means more power for you.

When you want to promote that your
product goes faster or lasts longer or
washes whiter or keeps your skin
smoother or is bigger and better and
made with the best ingredients.

finish

DURACELL®

SARSON'S



Three key guidelines

- 1 Large sample sizes are **not** essential.

This applies to Pro Product type claims in particular – in some cases the sample size shown in the small print of some TV ads is less than 50!

- 2 Design the survey with future communications in mind.

Think about yes/no questions and anticipate how the results will be used. Think PR as well as MR.

- 3 Use a relevant sample definition.

Ideally something that's easy to communicate and relate to – e.g. Costa used “Coffee Lovers”.

The Beaumont experiment

In a survey using the same ad visual for a made up Swiss Beer but changing the strapline to be a different product claims – those that referenced competitors had the highest purchase intent.



	Claim <i>Type of claim</i>	% who would buy
①	In taste tests Swiss beer drinkers prefer Beaumont Blonde to Leffe Blonde <i>Competitor preference</i>	53%
②	Swiss beer drinkers prefer Beaumont Blonde to the market leading blonde beer <i>Competitor comparison</i>	48%
③	The Number 1 Beer in Switzerland <i>Market Leader</i>	46%
④	1 sold every 10 seconds in Switzerland <i>Scale</i>	45%
⑤	8 out of 10 Swiss beer drinkers recommend it <i>Pro Product</i>	44%
⑥	High altitude refreshment <i>Lifestyle (as benchmark)</i>	39%

Three reasons to make a product claim

- 1 When you're looking to campaign about product credentials – perhaps if the brand does not have a reputation for being well made with quality ingredients.
- 2 Challenger brands can effectively use product appeal to compare themselves favourably against market leaders.
- 3 You can use product claims to persuade retailers to list your brand, giving them a tangible and independently verified reason to stock it over competitors.



Savanta: Get in touch

Martin Dinkele

martin.dinkele@savanta.com

07802 453 150