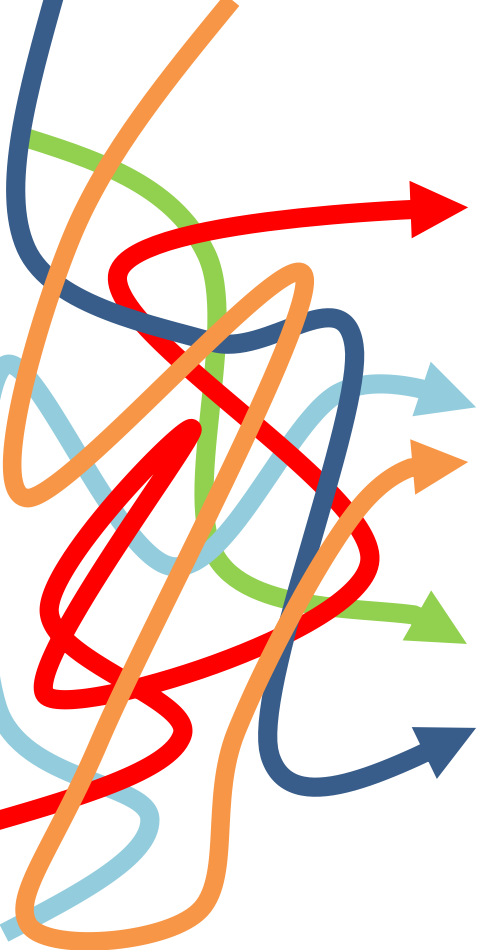




Best practice in claims



Impact Health have conducted hundreds of studies exploring which claims work better than others.

With a wealth of data we are now in a position to look into the claims tested to date, to see if there are any patterns in performance against any particular characteristics of either the claim itself or the products.

Analysis of the claim performance was carried out across a range of potential influential factors



# A snapshot of results indicate:

## Most appealing type of claims

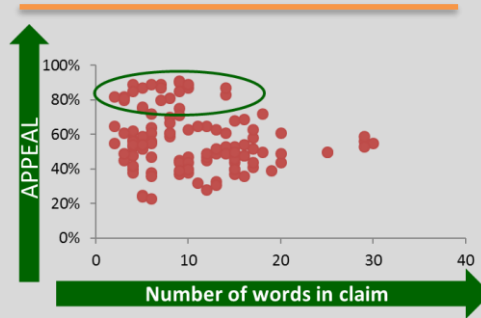
- ✓ Efficacy
- ✓ Descriptive in terms of the product benefits
- ✓ Introduced something new.

		Average Appeal scores										
Study	Total Average	Control	Descriptive	Efficacy	Emotional	Format	Gentle	New	Popularity	Scientific	Statistical	Superiority
Total Average	57%	46%	70%	78%	43%	50%	61%	74%	31%	59%	51%	53%

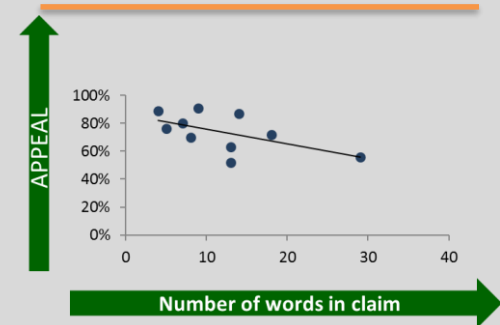
High average appeal

Low average appeal

## No relationship between length of claims and overall appeal.



## When looking only at the “winning” claims the shorter claims had stronger appeal.



To determine the most successful claims, Impact will work with clients to fully understand:



How the claim will be used: on pack, on ads, on websites etc.



How many claims will be used



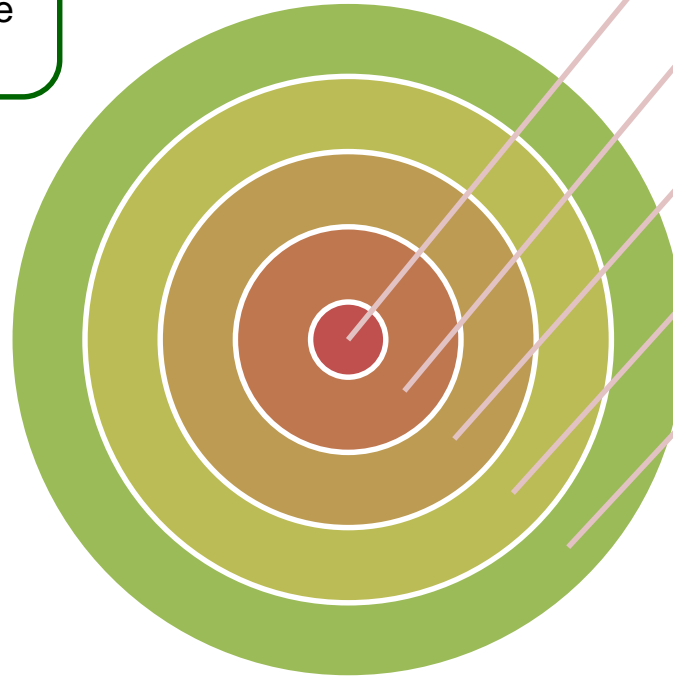
The target audience of the claim

# Optimise claims testing

Use a combination of these methods, as appropriate, to maximise efficiency of claims test and narrow down extensive lists to a single or pair of claims

## Considerations:

- Location/usage of claim
- Number of claims required
- Product type
- Claim type (emotional vs medical)



**Max Diff** to pull out best single claim

**Turf** analysis to find best combinations of claims

**Text highlighter** for most engaging words or mix and matching claims

Performance of claims against **KPIs**

**Qualitative** refinement when claims list is extensive

Contact Impact Health for more information and understand how we could help optimise your claims messages

