mindlab

Case study

## Measuring Purchase Intent and Brand Love

Key points

- Brand Love and Purchase Intent can be clearly differentiated using Mindlab's quantitative implicit testing platform.

- This methodology was used to help a popular international juice and smoothie brand determine the most effective product claims for an on-pack range refresh.

- Insights from this study enabled the client to confidently redesign their packaging to meet changing customer needs.

Mindlab was commissioned to help a bestselling fresh juice and smoothie brand optimise on-pack product claims as part of a range refresh.

We were asked to research which brand and product claims maximise consumer engagement in three key markets: UK, France and Germany.

We developed bespoke implicit tests to measure how each of the claims stood up on three criteria: Importance, Purchase Intent and Brand Love.

Identifying what matters most to shoppers

We assessed the comparative importance of different product claims when shopping.

Under time pressure, we measured people's intuitive responses to different claims to determine what matters most when shopping in the category.

These claims were grouped into three categories: environmental, health, and sustainability. We measured how often claims were selected when people were presented with alternative claims. Because we also measured how quickly and intuitively they were selected, we were able to map out what mattered most to people buying in this category:
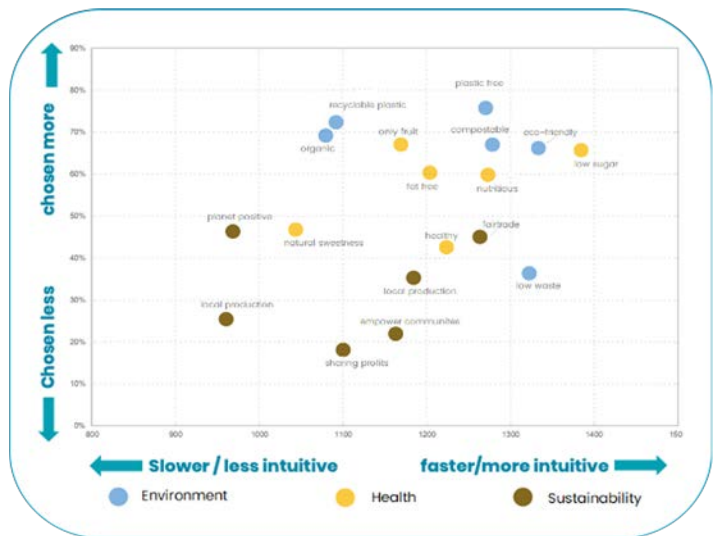
Environmental claims were chosen more often, and more quickly, than other claims. This shows that they resonated more with shoppers than health or sustainability claims.

Insights

A clear hierarchy of messaging themes was established. Health was the strongest theme for driving Purchase Intent, but *environmental concerns* are an underlying and important secondary theme for shoppers.

Shorter, more concise claims were more likely to prompt Purchase Intent than longer, wordy claims. These are better for front of pack communication.

By contrast, messages that best inspired Brand Love told a story, a narrative that resonated with the values of the consumer. These are more suited to back-of-pack communication.

All three markets in the study showed very similar patterns of shopper response. This enabled the client to adopt the same on-pack messaging in each market, reinforcing brand unity.

Measuring Purchase Intent

We also looked at how presenting claims as full sentences drives Purchase Intent, e.g. replacing concepts such as 'recyclable plastic', with the sentence: 'This pack is made from recyclable plastic to do our bit to help the environment'.

Choice and speed of response were again measured and combined into a single metric assessment of Purchase Intent.

Of the claims tested, those related to health were more likely to prompt consumers to buy the products than claims about sustainability or the environment.

Stimuli	UK	France	Germany	Overall
winning at health	1	1	1	1
totally recyclable	2	2	3	2
just fruit, no sugar!	3	4	2	3
keeping farming sustainable	4	5	4	4
only natural ingredients	5	3	5	5

Encouraging Brand Love

In addition to measuring behavioural tendencies such as Purchase Intent, Mindlab also measured the emotional response of Brand Love. We also discovered which sentences would increase consumer affection for the brand.

Framing the question is very important here. A small change in wording can bias outcomes. This allows for the fact that some claims are emotionally neutral.

Brand Love was not interpreted as a split-second decision such as the intuitive gut feel of Purchase Intent; Brand Love is something built up over time.

The results demonstrated that statements which inspired Brand Love tended to be longer; this was the opposite of what made a claim effective at driving Purchase Intent. It underlined our hypothesis that effective Brand Love messaging tells a story, and in doing so it takes longer to understand, weaving a narrative that resonates with the values of the consumer.