Case study:
Claims Test

conjoint.ly

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	Positives
Name: *Made from UK grown soy* **Theme**: Local **Probability** : 100% to be in top 3 **Brand** : Dairy Co	• It sounds healthy • Made in UK • Sounds authentic • UK grown soy
Diagnostics **Seems natural**: 3.2 / 4 **Healthy**: 3.5 / 4 **Credible**: 3.4 / 4 (👍 for 3 and above)	**Negatives** • I like everything • Nothing to dislike • I love soy yogurt • Don't think I would like soy-product

Conjoint.ly Investment

£2,730
Total cost

8 hours
Time to insight

Note: This example is disguised to protect confidentiality of the client. However it gives a realistic picture of a typical project with us.
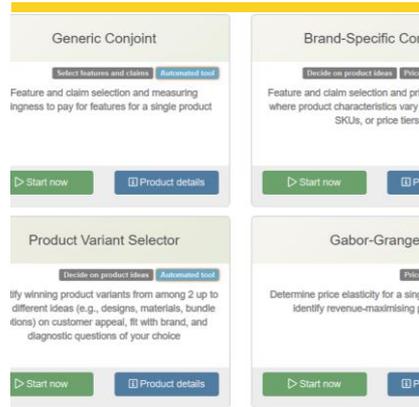
Why Conjoint.ly

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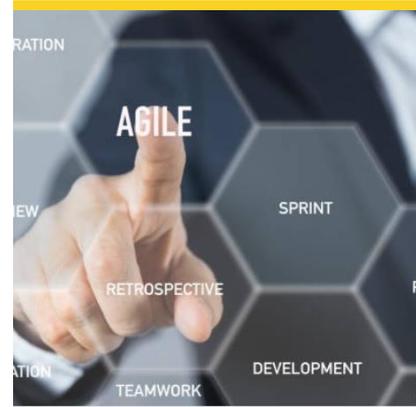
We are cooperatively working together with several insights department of global brands

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
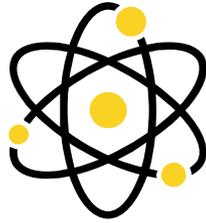
Agency-quality results using marketing science

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**
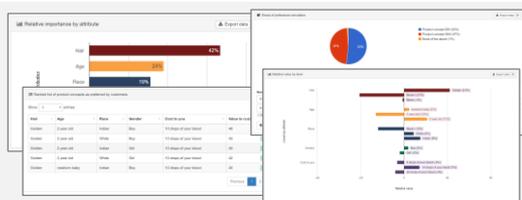
We enjoy providing support to our users

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
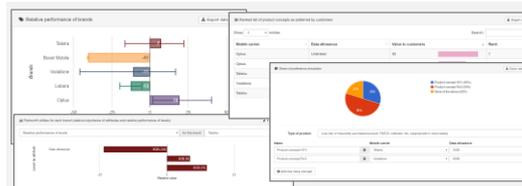
- Preference for brands and features, simulations, etc.

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
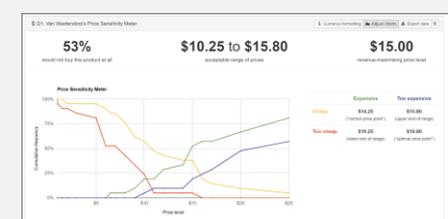
- Acceptable price ranges

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

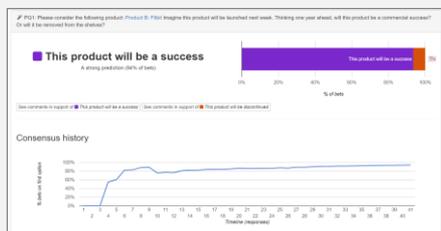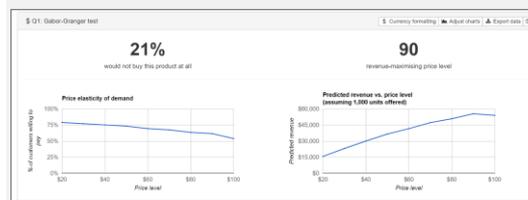# How Conjoint.ly works: Regardless of mode of engagement, we work in an agile fashion

"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

1 **Choose a tool**   →   **2** **Set up your study**   →   **3** **Choose sample**   →   **4** **Collect data**   →   **5** **Automated analytics**

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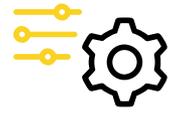
How Conjoint.ly works: We will employ state-of-the-art statistical methods

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

We lead the way in ensuring response quality in choice studies

- 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

- 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

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
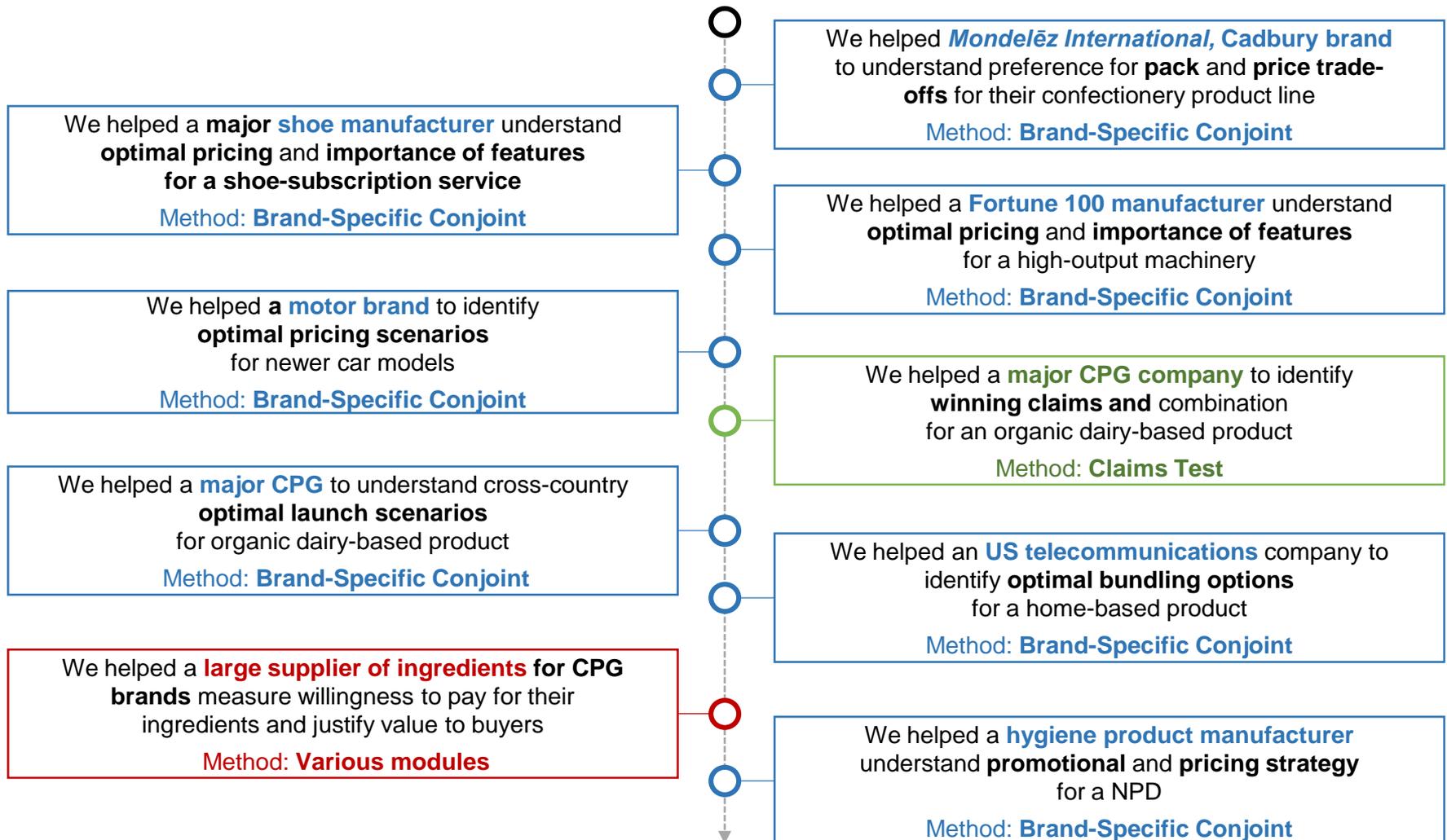
Geography of previous engagements

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

Responses collected

Least | Most

Our experience:
Some of our notable custom projects

We helped a **major shoe manufacturer** understand **optimal pricing** and **importance of features for a shoe-subscription service**
Method: **Brand-Specific Conjoint**

We helped **a motor brand** to identify **optimal pricing scenarios** for newer car models
Method: **Brand-Specific Conjoint**

We helped a **major CPG** to understand cross-country **optimal launch scenarios** for organic dairy-based product
Method: **Brand-Specific Conjoint**

We helped a **large supplier of ingredients for CPG brands** measure willingness to pay for their ingredients and justify value to buyers
Method: **Various modules**

We helped *Mondelēz International,* **Cadbury brand** to understand preference for **pack** and **price trade-offs** for their confectionery product line
Method: **Brand-Specific Conjoint**

We helped a **Fortune 100 manufacturer** understand **optimal pricing** and **importance of features** for a high-output machinery
Method: **Brand-Specific Conjoint**

We helped a **major CPG company** to identify **winning claims and** combination for an organic dairy-based product
Method: **Claims Test**

We helped an **US telecommunications** company to identify **optimal bundling options** for a home-based product
Method: **Brand-Specific Conjoint**

We helped a **hygiene product manufacturer** understand **promotional** and **pricing strategy** for a NPD
Method: **Brand-Specific Conjoint**

Next steps

Explore example outputs

- Log onto **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**

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