



A novel, intuitive and playful methodology: Using pantomime to assess brand claims

Innovation Area R&R – October 2019

How to assess the emotional impact of brand claims

Claims are difficult to test:

- ▶ In interviews, consumers process **cognitively and over-rationalize**
- ▶ In groups, either consumers **hide behind others** when they don't understand or they **over-declare** their **knowledge**



Brands have lots of unanswered questions about their claims:

- ▶ **How** will the (new) claim be exactly **understood**?
- ▶ What is the effect of **foreign language**?
- ▶ Which **story** does it tell?
- ▶ What kind of **inner pictures** does it trigger?
- ▶ Which **emotions** can it really create?

We wanted to override the system of pseudo-smart answers

Our vision and idea: Bringing claims to life with pantomime

- ▶ Illustrate the claims **through facial expressions, postures and gestures.**
- ▶ This methodology **engage** consumers **emotionally, quickly and playfully**
- ▶ Whilst listening carefully to their **verbatim** while giving instructions to a **professional actor**

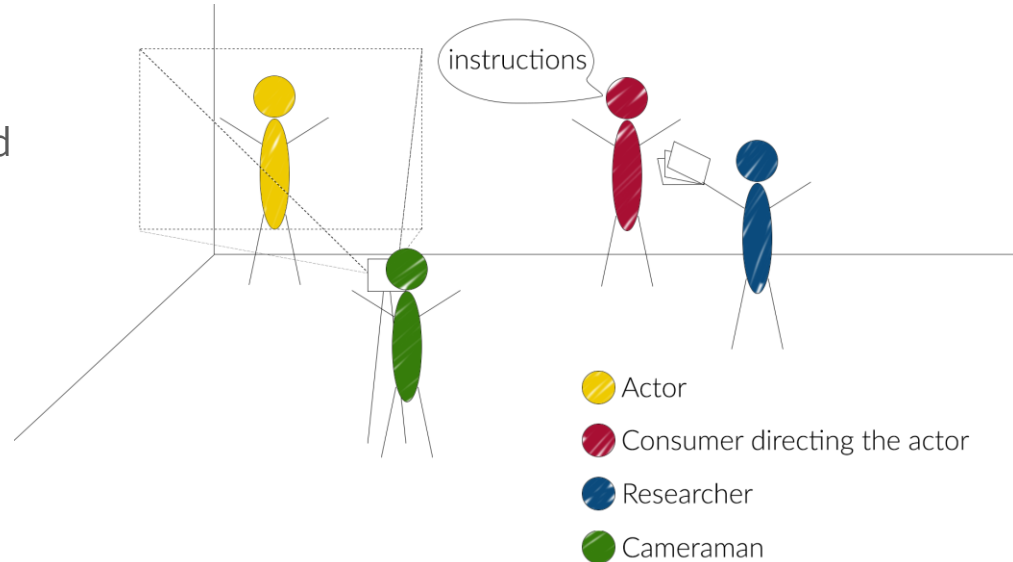
Research design: Quick and efficient interviews



- ▶ 58 different slogans
- ▶ 14 different categories
- ▶ Interviews of 15 minutes
- ▶ 46 consumers interviewed
[17 to 71 years old, men and women, good social mix]
- ▶ Single slogans printed on cards
- ▶ 5 rotations, each set 11-12 brands
- ▶ Each respondent assessed one set of cards and picked the brands in a random order

A set-up based on the dynamic interaction of the consumer and an actor at his/her service

- Respondents **instruct** our actor to show a specific **facial expression or body pose** as they understand/ picture it in their mind
- Consumers **describe the slogan with their own words**
- The actor uses **only body language and facial expression** – no talking!



**The actor was a puppet in consumers' hands.
He was instructed to follow the orders and not to interpret anything himself.**



Movie

A methodology full of assets and that was never seen before

- ▶ This methodology brings together
 - ▶ **projective techniques,**
 - ▶ **gamification,**
 - ▶ **creativity,**
 - ▶ **implicit methods,**
 - ▶ **and agile settings**



- ▶ It was **never seen/ done before** by consumers who **strongly engaged** and **loved** doing it
- ▶ **The triangulation** consumer-actor-researcher is **novel** among all facilities, actors and colleagues
- ▶ **Universal** method, **easy** to fit in **various cultural contexts**
=> **Israel as a proof of concept**
- ▶ **Efficiency of data collection**
(15 min/ respondent, 10 brands).

Reliable results and diagnosis

Very intuitive and spontaneous method

Not rationalized: Participants focus on what the actor is doing and forget what they are saying

Having to create a picture forces to be straight to the point and synthetic

Direct validation: understanding, clarity of message, homogeneity of results

Reliable results

Many clients confirmed that the results were in line with the results they obtained with more exhaustive studies

Which is remarkable given the fact that we recruited a broad target group, confirming our assumption that a claim is a public good and must be able to address everyone

We recommend the method to test slogans and all kinds of names (products, services)



'Because you're worth it!' :-)