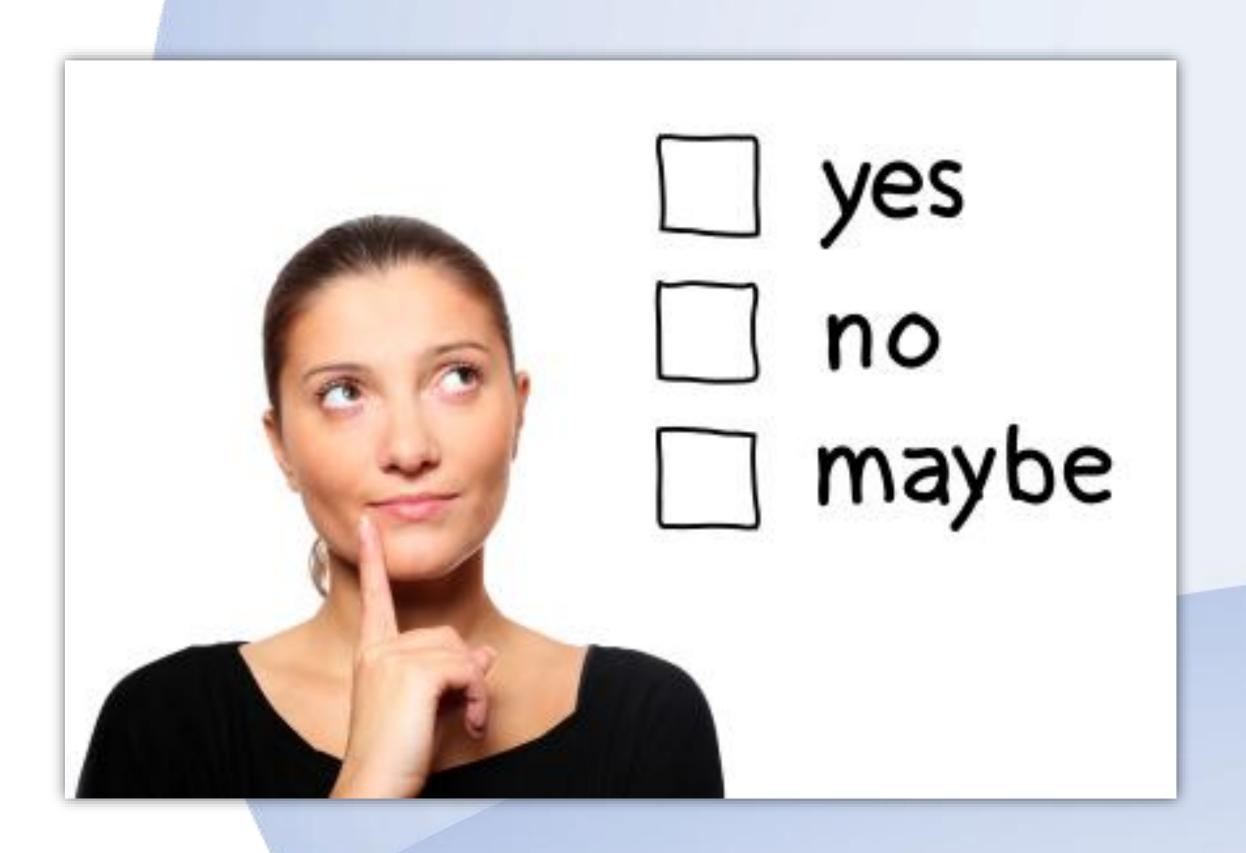# The challenge: Targeted product benefit communication

Different products and variants

Consumer types and preferences

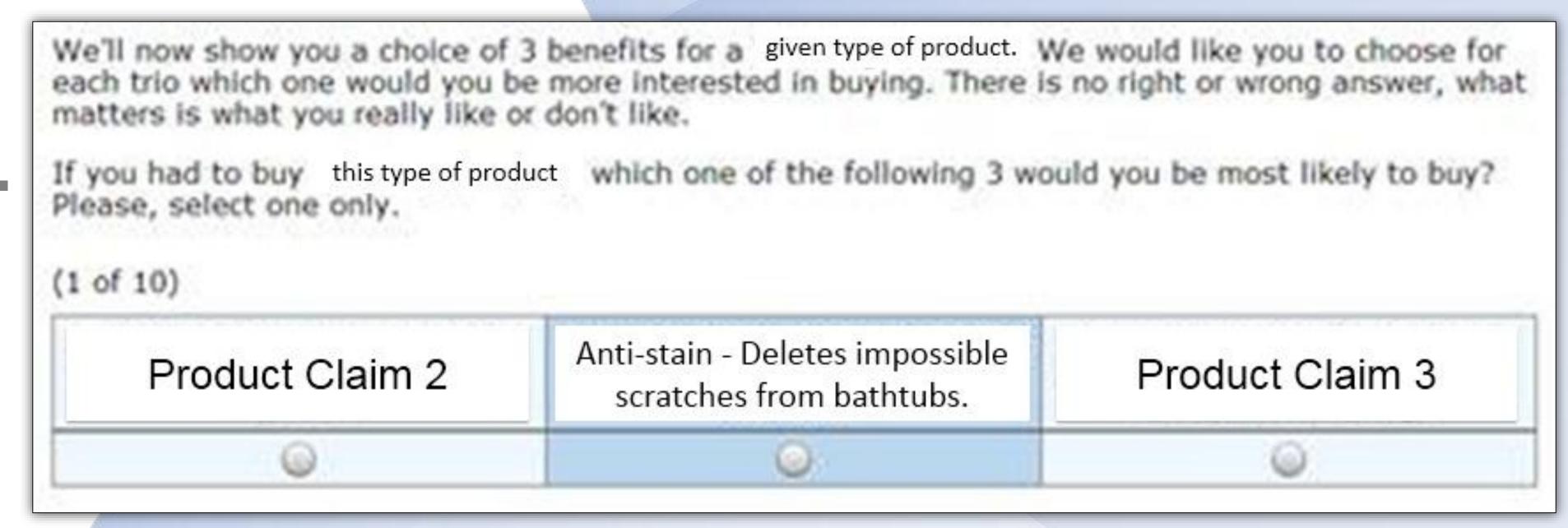**Internal and external legal and communications limitations**

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The design: Choice DOE with JMP® Pro

▪ **Analyzed possible claims and digested them into factors.**

   Anti-stain product / **Deletes** / **impossible** / **scratches** / from **bathtubs.**

	Benefit	Action	Modifier	What?	Where?
1	Anti-stain	Deletes	impossible	scratches	bathtubs
2	Benefit 2	Action 2	Modifier 2	What? 2	Where? 2
3	Benefit 3		Modifier 3	What? 3	Where? 3
4					Where? 4

▪ **216 different claims possible.**

▪ **Used the JMP Choice design platform to vary all 5 factors and generate 200 different surveys with 10 choice sets per survey and 3 choices per choice set.**

▪ **We placed with an online panel of 800 consumers in one country. Each consumer made a choice amongst 3 claims and repeated the process 10 times.**

We'll now show you a choice of 3 benefits for a given type of product. We would like you to choose for each trio which one would you be more interested in buying. There is no right or wrong answer, what matters is what you really like or don't like.

If you had to buy this type of product which one of the following 3 would you be most likely to buy? Please, select one only.

(1 of 10)

Product Claim 2	Anti-stain - Deletes impossible scratches from bathtubs.	Product Claim 3
○	○	○

A total of 24.000 consumer evaluations!!!

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The choice model: Profiler and grid locking

▪ **Built the choice model using the choice platform in JMP discarding non significant interactions.**

▪ **Profiler proved a great tool to identify the leading factor levels to maximize consumer claim preference.**

Source	L-R ChiSquare	DF	Prob>ChiSq	
F_Action	6.053	1	0.0139*	
F_Modifier	26.031	2	<.0001*	
F_What?	30.065	2	<.0001*	
F_Where?	104.340	3	<.0001*	
	73.633	2	<.0001*	
	12.057	2	0.0024*	
	34.107	2	<.0001*	
	24.511	6	0.0004*	
Interactions with consumer demographics	100.360	2	<.0001*	
	45.412	3	<.0001*	
	12.044	3	0.0072*	
	13.412	6	0.0369*	
	24.426	4	<.0001*	

▪ **Grid-locking different possible scenarios and restrictions to identify wording alternatives for specific types of consumers or legal requirements.**

Setting	F_Action	F_Modifier	F_What?	F_Where?	F_Benefit	Demo 1	Demo 2	Utility	Utility Lower CI	Utility Upper CI
○ Grid11								0.8258699	0.873515	1.1729942
○ Grid12								0.612754	0.873515	1.1729942
○ Grid13								0.6160963	0.873515	1.1729942
○ Grid21								0.7879117	0.873515	1.1729942
○ Grid22			Different product claim combinations for different business scenarios and					0.7163601	0.873515	1.1729942
◉ Grid23			consumer demographic target groups					0.7130179	0.873515	1.1729942
○ Grid31								1.0232546	0.873515	1.1729942
○ Grid32								0.8101387	0.873515	1.1729942
○ Grid33								0.813481	0.873515	1.1729942

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