INSIGHTS NOW

Case Study:

Claims Testing with Scotch™ Cushion Lock™ Protective Wrap

Determining the best on-pack claims messages to nudge or disrupt consumer behavior.

Scotch®

The Background

As part of a new product launch, a team from 3M®, a leading packaging innovation company, wanted to learn more about how on-pack claims impact human behavior—particularly in the packing and shipping industry. Using the InsightsNow Innovation Center's Claims Testing solution, leveraging our Implicit / Explicit Test™, the team learned which claims were most relevant and impactful in regard to the new, environmentally-friendly product, Scotch™ Cushion Lock™ Protective Wrap. They learned what claims were likely to nudge current shipping behaviors and which were more likely to disrupt them at shelf and make them consider new ways to pack and ship. This approach provided a more effective way to gain insight compared to standard scaled metrics traditionally used in many survey research designs. Specifically, by using an application of implicit testing, the study uncovered the strongest combination of claims to describe the new packing product—and obtain the change in behavior.

Key Behavior

One of the core rationales for using The InsightsNow Implicit / Explicit Test™ on this study was the desire to truly understand the nuances between nudging and disrupting. Nudging is pushing people along the path of behavior desired for success of the product or service. Disrupting means that you want to drive completely new consumer behaviors and product choices. The Scotch™ Cushion Lock™ Protective Wrap product is a disruptive innovation compared to competitor products on the market. In this context, it was important to uncover claims that were both relevant and disrupting for maximum impact.
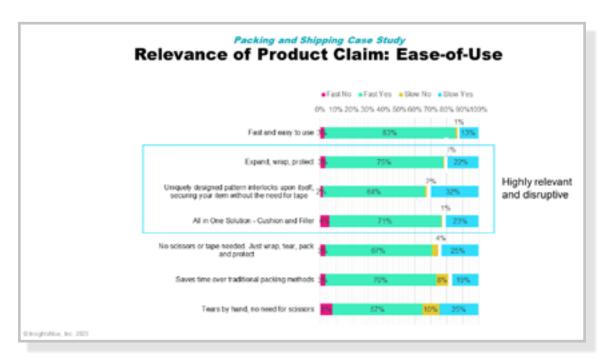
> *"This implicit methodology led to great internal conversations for how we will approach claims messaging in the future. We adjusted our claims based on the behavioral results; specifically, for how long the ideal on-pack claims messaging might be. We saw differences in shorter phrases vs. longer phrases that were new to us to consider. This process also made us think more about the differences between functional versus emotional claims, too."*
> —Advertising Claims Specialist, 3M

NOTE: The Claims Testing solution is a templated research design to optimize the behavioral response to claims and is customized for each industry and product. The template serves as an outline for our research team to develop in collaboration with our clients achieving insight faster and more efficiently than ad-hoc custom research studies.

The Process

The overall research design was initiated via the Testing Center's Instant Quoting online platform. Once the 3M® team had selected their research solution (Claims Testing), our research team worked with them to optimize the final list of claims (about 30 in total). These claims were written for consideration of either a digital description or on-pack consideration.

Packing and Shipping Case Study
Relevance of Product Claim: Ease-of-Use

Tested claims in this case study may not reflect the final substantiated claims

In the survey, participants were screened for purchasers of packing products, including a subset of Online Marketplace Sellers. They were introduced to both a 2D-concept and a short GIF that visually expanded on the written form of the concept. Prior to the implicit portion of the online survey, all participants answer a few test questions as part of their individual implicit calibration. (For more information on how our implicit test operates, ask about our two eBooks on this topic: "Six Ways to Apply Implicit Testing" and "The Implicit / Explicit Test™: Applying Neuromarketing to Enable Better Product Marketing, Development and Innovation.")

For testing, we had six different claim areas with multiple claims messages inside each set (participants were not aware of the claim areas). The participants were asked: "For each, indicate if that statement would be RELEVANT to you when considering a packing and shipping product. Please select YES or NO." After the implicit evaluations, participants were also offered a few choice metrics to aid in the final analysis, as well as a final open-end response question.

Determining Winning Combinations

For this project, we used the summary of implicit behavioral scores from the implicit testing methodology to provide potential on-pack claim bundles for consideration. Shown below are some of the claims and claim combinations that could be chosen to drive desired consumer behavior, whether that is to nudge, both nudge and disrupt, or to disrupt behavior. We also recognized that the order in which the claim messages appear is important to maintain consumer interest when at the consideration stage of the buying process. From this process, 3M® was able to use claims that best fit for their new, more sustainable packing product, Scotch™ Cushion Lock™ Protective Wrap.

Packing and Shipping Case Study
Combinations of Claims to Drive Consumer Behavior

More Likely to Nudge ⚡	Balance of Nudge and Disrupt	More Likely to Disrupt
Proven protection ⚡	Uniquely designed pattern interlocks upon itself, securing item without the need for tape	All-in-one solution – cushion and filler
Fast and easy to use ⚡	A sustainable alternative to plastic cushion wrap	No scissors or tape needed – just wrap, tear, pack and protect
Expands for 20% more coverage than a 30ft roll of plastic cushion wrap	Expands for 20% more coverage than a 30ft roll of plastic cushion wrap	Superior protection with less material
A sustainable alternative to plastic cushion wrap	Expands for proven protection ⚡	Made with 100% recycled paper ⚡

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