

CASE STUDY

MULTI-PURPOSE BRAND POSITIONING STUDY USING INTEGRATIVE METHODS

DEVELOPING A CENTRALIZED BRAND VALUE PROPOSITION

BACKGROUND AND APPROACH

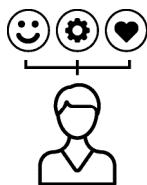
A national brand wanted a centralized brand value proposition to leverage for expansions. MDRG partnered with the client to conduct a multi-phase brand positioning study followed by a creative copy test leveraging Prove-It™.

This case study illustrates how multiple methodologies came together to offer the client an end-to-end solution, from positioning to copy testing.

METHODOLOGY

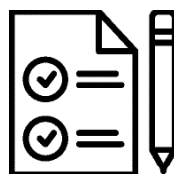
Phase 1

MDRG conducted two **online communities** with a total of 50 respondents over the course of one week. **Online metaphor elicitation** was used during the communities to uncover deep emotional attributes.



Phase 2

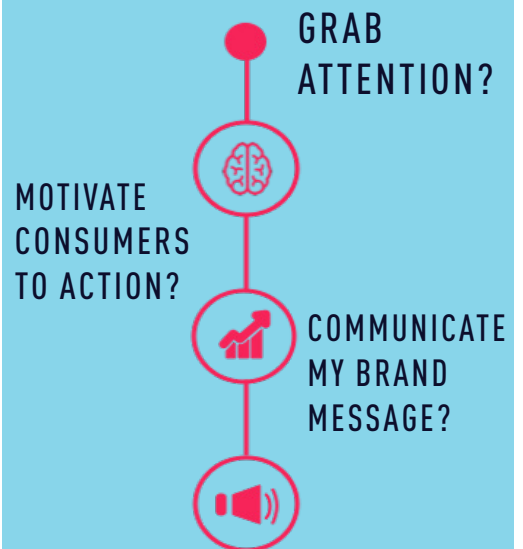
MDRG used an **online survey** with 1,500 target consumers in a new expansion area and **monadic testing** (assigning one of the five concepts to each respondent for viewing and rating across a variety of metrics). To ensure demographics did not affect the ratings, each concept was viewed and rated by an audience with similarities in terms of age, gender, and familiarity with the client.



WHAT IS PROVE-IT™?

MDRG's proprietary copy testing methodology that seeks to prove:

DOES MY AD...



Phase 3

1. Using **MDRG's proprietary copy test, Prove-It™** — which includes an **online survey and monadic testing** with 1000 target consumers — MDRG measured engagement, emotional responses, and rational responses.
2. A subset of respondents elected to participate in a **facial coding** exercise that measured their emotional response while the ad was playing. Facial coding uses webcams to analyze facial gestures. Machine learning algorithms classify subtle facial gestures, which are then mapped to emotions.



RESULTS AND RECOMMENDATIONS



Phase I

Leveraging online metaphor elicitation, MDRG identified key pain points in the relationship consumers have with their providers.

The contrast between how consumers feel about the product and how they view the companies that provide it is visualized below. While many of the feelings of exhilaration and access extend to providers, notions of connection, self-improvement, and freedom are replaced by uncertainty, distrust, and restriction.

Associations w/ Product



Associations w/ Providers



IN SUM, CONSUMERS FELT:

- ▲ There is a lack of commitment to innovation in the industry.
- ▲ Providers do little to evoke feelings of trust.
- ▲ Providers create unnecessary complexity.
- ▲ There is a lack of commitment amongst providers towards improving the communities in which they operate.
- ▲ Providers tend to be large, impersonal, and indifferent to the well-being of their customers.

Phase 2

5 positioning concepts were developed:



Modernity

Dependability

Simplicity

Access

People First



MDRG identified the two most compelling concepts: "Modernity" and "Simplicity".

- ▲ While these two concepts had similar scores, there were important differences in the way they were rated:
 - "Simplicity" generated interest in switching to the client and was most effective amongst primary decision makers, but not as effective amongst Millennials.
 - "Modernity" received strong ratings from Millennials and those who share decision making.

Strategic Considerations: The client's short-term strategy was to acquire customers in the new service area as quickly as possible. The longer-term strategy was to target Millennials (age 18-34), who would hopefully remain with the company for long durations.

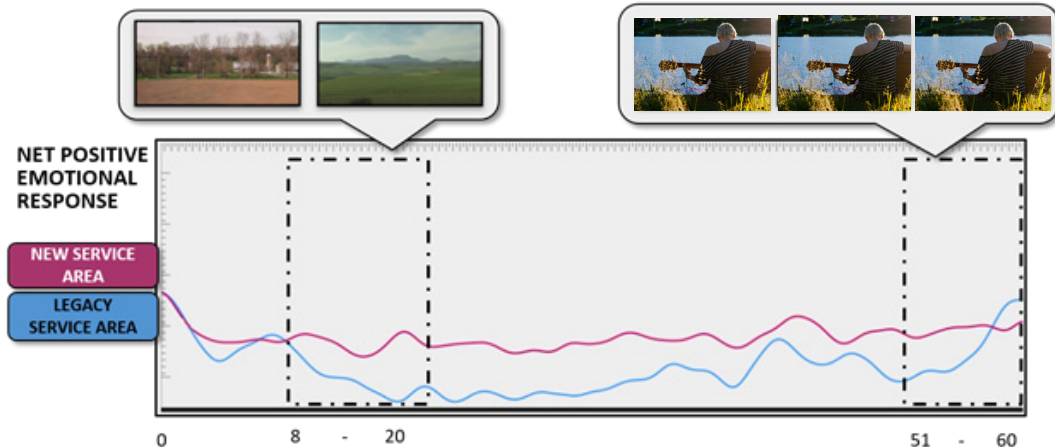
Strategic Recommendation: Considering the importance of new customer acquisition, MDRG recommended the client use the main ideas of "Simplicity" for the expansion, but to incorporate some of the elements of "Modernity" over time to make it more appealing to Millennials. MDRG further recommended more of these themes be integrated with "Simplicity" as the client becomes established in the new service area, taking advantage of both concepts' strengths and serving the client's short- and long-term growth strategies.

Phase 3

In response to the Phase II recommendations, MDRG's client and its agency partner developed two creative executions in animatic format centered around the theme of "Simplicity": "Simple Talent" and "Simple Tech". MDRG measured emotional responses to the creative executions to identify the most effective one.

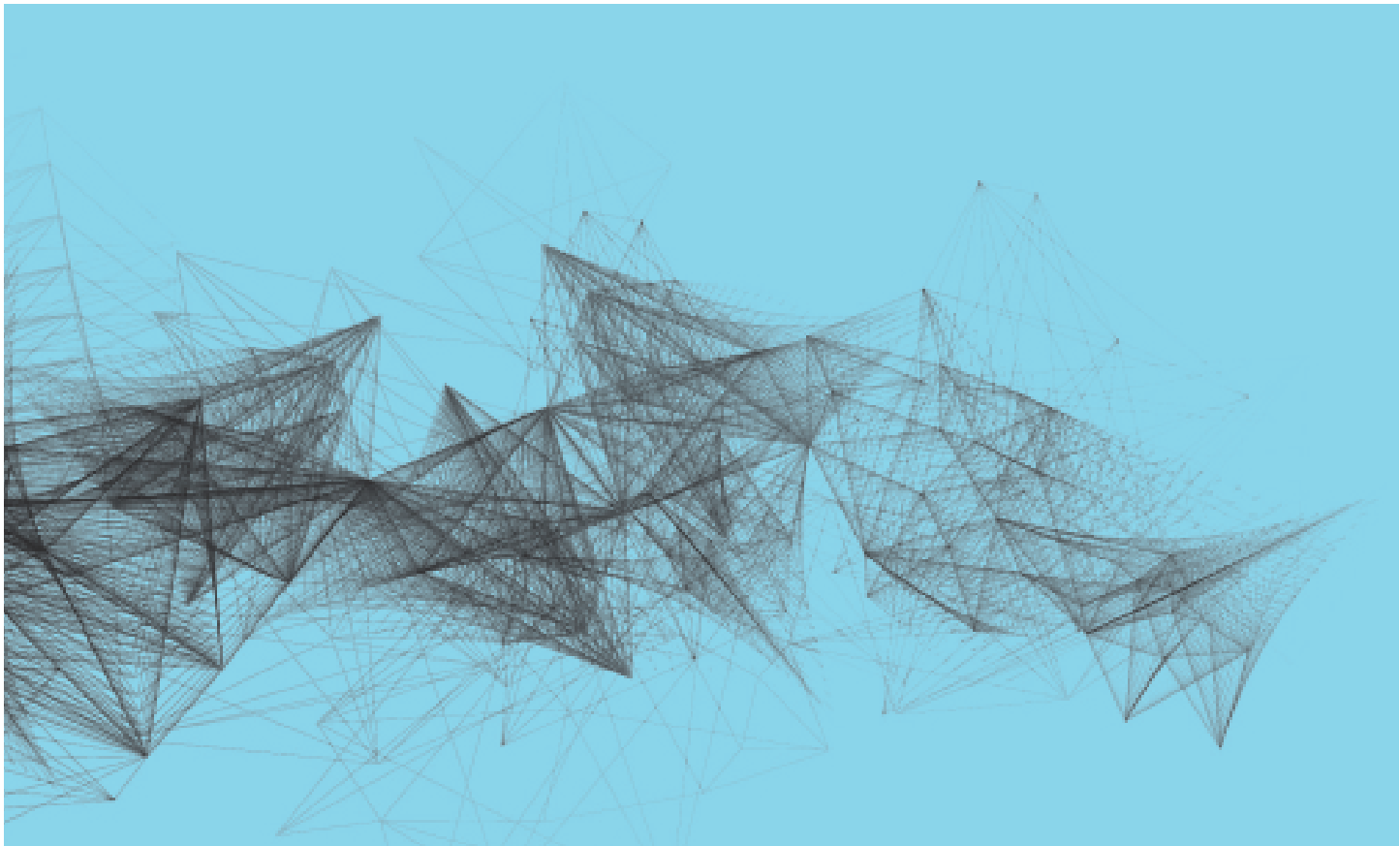
"Simple Talent" received higher scores across metrics in the new service area.

- ▶ However, the ads were received more evenly in the client's legacy service area.
 - "Simple Talent" fared better on rational metrics (respondents felt it was more relevant and believable), but was also found to be less engaging than "Simple Tech".
- ▶ Facial coding helped MDRG understand why.
 - The legacy service area, which is mostly urbanized, began to have less positive emotional responses to the ad at the 8-second mark, the point at which rural imagery appears.
 - The new service area, which is mostly rural, continued to have positive emotional responses through the duration of the ad.
 - The more urbanized, established market did not shift back to positive emotional responses until the end of the ad, which switches away from the rural scenery to an emotional payoff featuring the commercial's main character.



Strategic Consideration: The final campaign ran in both legacy and new service areas and needed to be effective in both markets.

Strategic Recommendation: Considering the overwhelmingly more positive response for "Simple Talent" in the new service area, MDRG recommended "Simple Talent" be put into full production. However, in legacy service areas, the ad was found to be not as engaging, but with a lift during the last ten seconds when it transitioned from rural scenery to focus on the main character. Considering the final ad had to run in both the new and legacy service areas, MDRG recommended that the full production of "Simple Talent" keep the rural scenery to appeal to the new service area, but that it should make a quicker transition to the main character to appeal to both service areas.



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