

How to communicate superior value through your product claims

December 3, 2015



**This is why
many executives
ask their teams to
create hard-hitting
comparative claims
to help differentiate
their brands**



A close-up photograph of a person's hand pushing a metal shopping cart. The hand is wearing a light-colored, ribbed sweater. The cart has a red handle. The background is a blurred grocery store aisle with shelves of products.

**What is the
fundamental
reason consumers
buy a certain
product?**

**Because they
have a need that
the benefits of
the product
will fulfill**



**Make Salads
Tastier**



**Get smooth
skin**



**Disinfect
Surfaces**

All else equal,
they will choose
the one with the
highest perceived
value (benefit)

Cleans
Well



A

Cleans
Better



B

Consumer
Choice

Cleans
Best



C



APPROVED TO KILL

50% MORE

TYPES OF GERMS
VS. LEADING BRAND OF WIPES*



*BASED ON EPA APPROVED MASTER LABELS.

So comparing our brand versus the competition with the support of some numbers is the right way to go, no?

SKIM

Brand comparisons can successfully contribute towards reaching certain goals

By leveraging positive associations consumers have with a more established brand, a brand can:

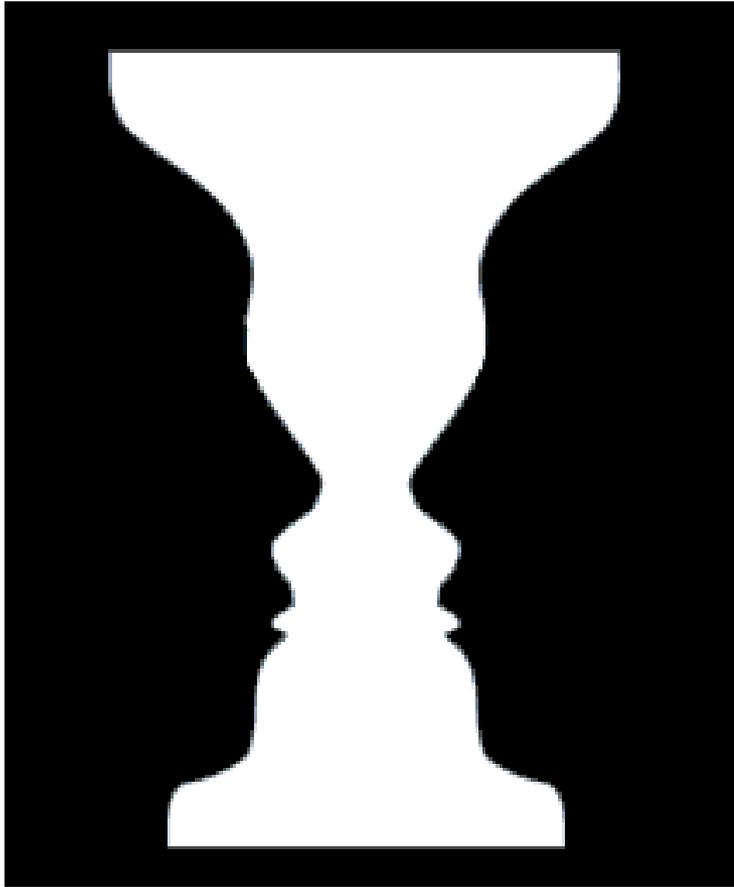
- ✓ Establish **credibility** for new entrants
- ✓ Help **overcome specific barriers** to purchase, such as quality concerns





There are, however, also serious risks involved with using brand comparisons

- ✘ Is often judged negatively (bashing)
- ✘ Can remove focus from the key benefit
- ✘ Can undermine a brand's credibility



How do we
communicate
superior value
without these
side effects?

Consumer Perception = Reality

Which bar soap moisturizes better?



10x more
moisturizers



1/4 moisturizing
cream

In the end, a product offers as much value as the consumer **perceives** it does. By comparing against objective benchmarks a brand can portray a sense of superior performance that in the mind of the consumer will unconsciously transfer to its perceived value vs. competitors.

3 principles of creating superior value perception

#1
Always
focus on the
key benefits

#2
Make your
promise
tangible

#3
Creatively
define your
benchmark

1

Always focus on the key benefits

Position yourself on the basis of what matters to consumers

A healthy breakfast never tasted this good

JUST TWO ALEVE CAN GIVE YOU ALL DAY RELIEF FROM PAIN**

✓ Kills 99.9% of Viruses[†] & Bacteria

✓ Kills Cold & Flu Viruses[†]

✓ Kills Staph[‡], E. Coli[‡], Salmonella[§], Strep^{††}



2

Make your promise tangible

Be specific in how much value (benefit) you have to offer



*Smooth in seconds,
lasts for weeks*

 Softer, smoother skin
after one shower.

3

Creatively define your benchmark

It is not about comparing per se but about establishing a sense of superiority

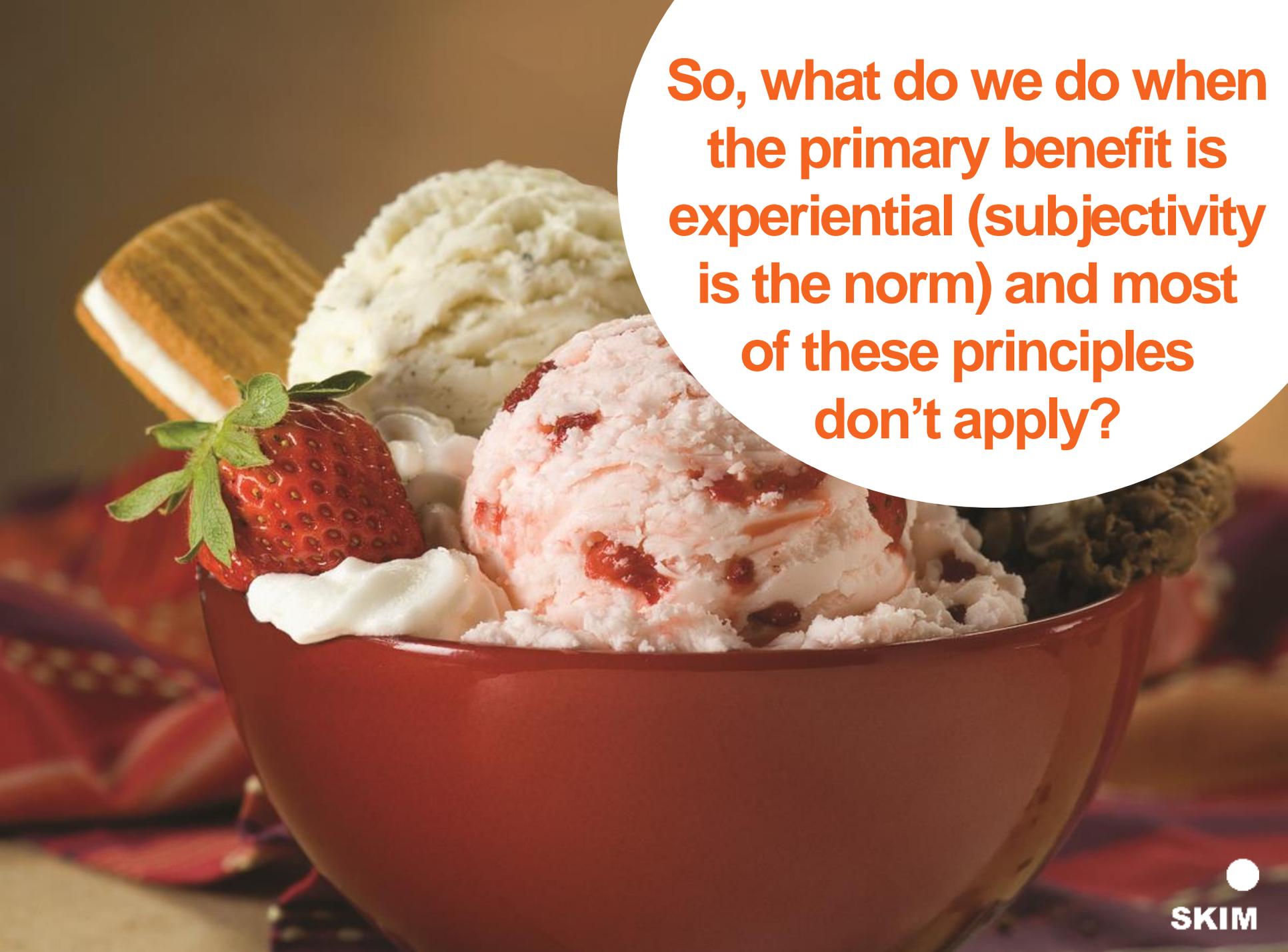
WE'VE RAISED
THE BAR
10x more moisturizers
than regular soap

99% less split ends

HELPS YOU REMOVE
2 TIMES MORE
DIRT AND MAKE-UP.*
*vs basic cleansing

However, keep in mind that consumers are skeptical and buy more into objective than subjective statements





So, what do we do when the primary benefit is experiential (subjectivity is the norm) and most of these principles don't apply?



**For instance,
taste is not
something you
can claim, but it
is something
you can
show...**



#1

Use compelling
taste descriptors to
bring the product
experience
to life

#2

Emphasize the
quality or origin of
the ingredients,
not the process

#3

Support your
message with
appealing
visuals

#1

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key benefits**

#2

**Make your
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Contact us



Scott Garrison

Manager
Based in London
s.garrison@skimgroup.com



Paul Janssen

Vice President
Based in New York
p.janssen@skimgroup.com