



GutCheck Creative Refiner

GutCheck's Creative Refiner uncovers the deeper feelings and motivations behind your audience's decisions and how those relate to creative ideas and positioning. This online qualitative study places your ideas – whether logos, storyboards, concepts, headlines, or claims – in front of your target users and consumers. Using our Agile Human Experience Intelligence™ approach, we then gather and report their feedback and partner with you to find opportunities to improve and optimize the impact of your creative, ensuring maximum market appeal.

Product Overview

Once you have identified a creative concept and execution you believe will succeed in the marketplace, GutCheck's Creative Refiner can help you refine that idea to perfection.

With consumers/target-users bombarded by incoming messages every day from all over the market, your message must hit just the right note to deeply resonate with your audience. Otherwise, it's just more noise they will inevitably tune out.

GutCheck's Creative Refiner solution is an online qualitative study that explores reactions with your target demographic to uncover areas for iteration and improvement. By gaining a deeper understanding of the sentiment of your creative output, you can identify why your target audience prefers specific executions, then use those insights to refine before moving forward and allocating additional resources.



Common Applications

- Evaluate if the creative breaks through with your audience
- Explore if the creative delivers on brand strategy
- Understand consumer reactions and feelings around areas of creative concern
- Identify which creative executions your target audience prefers and why
- Refine campaign executions prior to allocating production resources

Stimuli We Evaluate

Stimuli are the elements used to communicate creative ideas to respondents. We can ask respondents to review a variety of stimuli throughout most phases of development:

- Campaign Big Ideas
- Copy: Headlines, Claims, and Scripts
- Pre-production Executions: Concepts, Comps, Storyboards, Animatics, etc.

- Post-production Executions: Rough cuts, Final Cuts
- Static: Print, OOH, Logos
- Video: TV, Digital

Key Deliverables

Executive Summary

Key Recommendations

The ad is highly relatable and gets across brand equities. But it could increase its stopping power and differentiate itself from similar, competitive ads through more of a focus on the product and users.

01

Though respondents recognized PowerClean's products could help keep their family safe, they felt the ad appealed to and primarily targeted mothers.

While it's still relatable to many, the ad features a woman with a child and pet—to some, that singled out that consumer segment as the primary user of this particular product, while excluding others. Consider including a male lead or other family members in the ad to show that it's not just mothers who clean.

02

Respondents were split as to whether they thought the ad would be compelling enough to capture their attention and felt the brand didn't shine through enough.

In order to make the ad more compelling, make the appearance of messes or germs more obvious—but not too appalling—to increase the stopping power and further highlight the ad's key message without being too astringent. Conducting further testing when it comes time to incorporate music and actors/actresses will also help understand how to make the ad more attention-getting.

03

Many found the ad didn't divulge enough information and was undifferentiated from other ads for cleaning products.

Increase purchase consideration by including more detailed information in the ad, or by including a note about where you can find more information on the product—specifically about the price, ingredients, smell, and size. Further, differentiate the ad and highlight the product better by showing it being used in action or in comparison to other cleaning products available.

Executive Summary

Many immediately associated with the ad due to its common use cases, especially parents with messy households.

While the majority of respondents found the ad relatable, they felt it's most relevant to stay at home mothers with young children.

Most found the ad more applicable to mothers, especially those with young children. A few other respondents felt the ad **could be relevant to any parent, single or married, that is concerned with having a clean home for their children.**

A couple also noted that it also appeals to pet owners, or more broadly, anyone with a messy home—but still most likely to be the case with families.

“ I think overall this ad is targeted to parents who want to protect their families. Whether it is mom or dad that does the cleaning, they are the target audience in my opinion.

-Male, Age 43

“ I think this is targeted to younger moms, about 30, married, with kids in elementary school. They want to keep the house as clean as possible with busy schedules. They run the kids to activities, and don't often have time for themselves. When the mom does get free time she likes to read a magazine or good book. But, her kids are her life.

- Female, Age 46

Detailed Findings - Likes and Dislikes

The way the product can be used and how successfully it can clean was well-liked, but it left other questions unanswered.



Relatable Situations

Most like the way that the ad shows **different situations and ways the products can be used**, in a relatable format.



Product Specifics

While some had no dislikes, other respondents are left wondering about **more specific details about the product** and don't like that the ad doesn't answer them.



Effectiveness

Some specifically **like the final note that PowerClean wipes out 99% of germs**; this makes them feel confident in the effectiveness of the product and that they can keep their

GutCheck Concept Refiner Points of Difference

Interactive Activities and Feedback: We leverage familiar social media tools like discussion boards, “likes,” and media uploads to create a friendly, interactive online environment.

Unbiased Consumer Feedback: Because consumers are reviewing and responding to concepts independently, they are not influenced by the reactions of other respondents or the moderator.

Faster & More Affordable: Our online platform allows you to quickly gather feedback from various consumer segments across the globe without ever having to coordinate travel.



www.gutcheckit.com

We are the Agile Human Experience Intelligence company. Building on our agile principles of speed and cost-efficiency, we leverage innovative technologies and human expertise to bring brands closer to authentic, contextualized human experiences, so they can confidently make the key decisions to drive growth through better innovation and brand building.

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