

How Multi-Phase Qualitative & Quantitative Research Helped A Major Financial Co. Optimize Positioning Statements



The Challenge

A leading financial services company intended to update its loan platform with communication that addresses key pain points identified in the loan process and differentiates them from the competition. They also sought to reinforce the company's foundational values and hard-fought competitive advantages.

The brand selected an iterative research approach using agile qualitative and quantitative methods to optimize throughout the funnel. The financial brand's insights team wanted to understand the effectiveness of potential new positioning statements based before using those findings to refine and optimize the consumer-preferred, go-to-market message that fits best with their business model and desired equity.

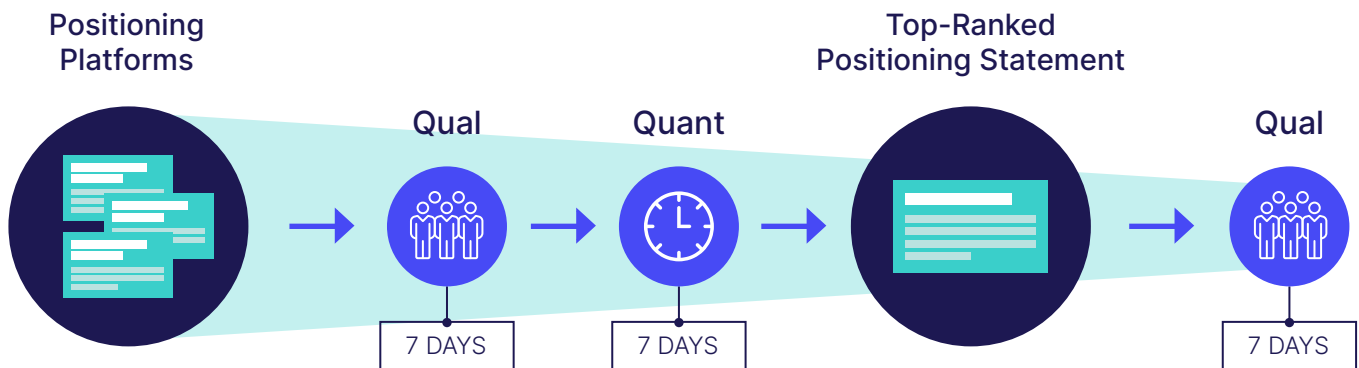
Objectives

- Explore positioning approaches for strengths/opportunity areas
- Identify the strongest positioning statement that merits future focus
- Refine consumer-facing language within the winning approach



The Solution

GutCheck implemented a three-phase quantitative plus qualitative approach to quickly refine, narrow, and optimize the winning messaging statement. This approach leveraged GutCheck's unique ability to directly move from a qualitative discussion that uncovered the nuances and thought processes of consumers' reactions of the messaging, into a quantitative prioritization that definitively identified the winning positioning for further development. The winning positioning, supported by qualitative findings from the initial phase, was then optimized to create a final insight-based and consumer-facing messaging approach.



The Research

PHASE I: Qualitative Exploratory Research Group™*

The client explored four separate customer-facing positioning statements to understand which ones would be the most compelling and have the highest impact on purchase intent. They also wanted to gain knowledge around whether or not the messaging was working overall in terms of clarity, understanding, emotions elicited, and appeal.

***Exploratory Research Group:** An online qualitative study to learn about a target audience's attitudes and behaviors using exploratory questions and moderated discussion boards.



PHASE II: Quantitative Concept Prioritizer™*

The financial services brand now wanted to evaluate these positioning statements against six standard metrics for messaging in order to determine a winning positioning statement and the areas for improvement.

In this phase, the quantitative research uncovered the following findings that were used to guide the refinement and optimization process:

- Consumers expressed skepticism of large financial institutions, so as a result, a more friendly and cordial feel should be taken
- Many consumers that had experience with the brand had favorable impressions of the customer experience which isn't currently leveraged in the positioning statements
- Lower-performing statements drew criticism for tone over substance, showing a balance of additional substantive copy should be applied where needed

***Quantitative Concept Prioritizer:** A quick quantitative test that presents a set of stimuli (concepts, ideas, images, names, varieties, or claims) to targeted consumers to rate on key metrics. We leverage statistical testing to identify top.

Metrics Tested



Appeal



Uniqueness



Believability



Brand Fit



Engagement



Relevance

PHASE III: Qualitative Concept Refiner™*

After prioritizing the statements in the quant phase, the winning positioning was then further optimized with another qualitative phase. The final version incorporated the following qualitative findings:



The focus on the customer drove feelings of empowerment



The chosen tagline inspired high expectations



Consumers loved the improvement and clear description of a specific offering



The use of everyday cordial language built confidence



Consumers needed more specific information to trust the product

***Qualitative Concept Refiner:** A qualitative study that gathers targeted consumer feedback on concepts and identifies key areas to fine tune.

The Results

GutCheck's team of research experts was able to provide all phases of quantitative and qualitative refinement and optimization in just three weeks, far quicker than the client had expected. This meant the financial services team had more time to consider and incorporate the key findings and implications from each phase of the project. This ensured the resulting claims and messaging were a perfect fit for their target audience.



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We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies.

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