



Sustainability Taglines

Concept Prioritizer™





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Background & Objectives

Background & Objectives

Following a qualitative exploration centered around sustainability, a CPG leader would like to add a sustainability themed tagline to its packaging. Internally, there is a debate within the CPG leader's insights team about how much information to include in the tagline and which of two themes will be most effective: "caring" or "future focused."

The team has developed a framework that includes five taglines, each with a varying amount of information included. The team would like to test each of the five taglines with both a "caring" theme version and a "future focused" version.

The research will first focus on prioritizing the various taglines, as well as understanding if one of the two themes outperforms the other. The client will use the findings to ultimately select a tagline to be used on its packaging starting in fall 2016.

Hypothesis / Assumptions

- Consumers will prefer the taglines with the most information, but there may be diminishing returns on appeal / believability after a certain point
- Consumers will prefer one theme over the other

Which tagline should the CPG client move forward with in its packaging design process?

Through scorecard and forced-choice analysis, identify a winning tagline based on the following six metrics:

1. Appeal
2. Uniqueness
3. Believability
4. Eco-Friendliness
5. Makes me feel like I'm doing my part for the environment
6. Clarity of message



Stimuli Tested

Stimuli Tested

| Caring Taglines Tested |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Made with pride, care, & recycled materials. |
| We make caring for the environment easy by reusing recycled materials in all of our packaging. |
| We show our commitment to caring for the environment by offering products made with 70% recycled materials. |
| Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet. |
| Eco-friendly & sustainably sourced. |

| Future Taglines Tested |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Made with recycled materials, & with our planet's future in mind. |
| Made with recycled & reused materials, helping to ensure that our planet's future is a long one. |
| We are committed to creating a sustainable future, & that's why our products are made with 70% recycled materials. |
| Our commitment to sustainability is a commitment to the future of our planet. By using products made with 70% recycled materials, you are helping to preserve all of our futures. |
| Eco-friendly & sustainably sourced. |





Methodology

Methodology

This study was conducted via an online quantitative survey.
Each survey lasted approximately 6 minutes.

| Method | # of Concepts |
|--------------------|---------------|
| Sequential Monadic | 10 |

| # of Concepts per Respondent | # of Respondents per Concept |
|------------------------------|------------------------------|
| 4 | ~100 |

| Audience | |
|-----------------|-------------------------------------------|
| Gender | 50% Male/ 50% Female |
| Age | 18+ |
| Primary Shopper | At least shares responsibility |
| Purchaser | Purchases eco-friendly household products |

| Quota 1 | 50% of Sample |
|---------|---------------|
| Male | |

| Quota 2 | 50% of Sample |
|---------|---------------|
| Female | |

Methodology: Scorecard

GutCheck's Scorecard for Monadic & Sequential Monadic studies help prioritize concepts on the metrics that matter most.

Concept vs. Mean: Used to determine how a concept performed against the average of all of the concepts for prioritization purposes

| Concept Name | Purchase Intent | Uniqueness | Believability | Relevance | Value |
|--------------|-----------------|------------|---------------|-----------|-------|
| Concept 1 | 43% | 44% | 28% | 25% | 3% |
| Concept 2 | 40% | 41% | 26% | 22% | 13% |
| Concept 3 | 38% | 39% | 23% | 35% | 8% |
| Concept 4 | 34% | 38% | 22% | 27% | 8% |
| Concept 5 | 25% | 25% | 19% | 47% | 7% |
| Mean | 36% | 37% | 24% | 31% | 8% |

The shaded cells indicate that the label is considered to be an "outlier" – teal means the label performed above the average of the others, purple means the Label performed below the average of the others.

The mean score is calculated independently for each metric

Concept vs. Concept: Used to determine how a concept performed head to head against another concept

| Metric | Concept 1 A | Concept 2 B | Concept 3 C | Concept 4 D | Concept 5 E |
|--------------------|-------------------|---------------------|--------------------|------------------|---------------------|
| TB Purchase Intent | 43% ^{DE} | 40% ^E | 38% ^E | 34% ^E | 25% |
| TB Uniqueness | 44% ^E | 41% ^E | 39% ^E | 38% ^E | 25% |
| TB Believability | 28% ^E | 26% ^E | 23% | 22% | 19% |
| TB Relevance | 25% | 22% | 35% ^{ABD} | 27% | 47% ^{ABCD} |
| TB Value | 3% | 13% ^{AcDE} | 8% ^A | 8% ^A | 7% ^A |

The red letters indicate a difference between that label's metric and another label's metric (in this case, Label 5's Relevance value is significantly higher than the labels in column A, B, C and D which are labels 1, 2, 3, and 4)

TB" refers to top-box, or the percent of people who selected the top answer amongst the five answer choices (i.e. Very likely)

*Refer to the footnote for explanation of upper and lower case letters



Executive Summary

Executive Summary

Move forward with the “Caring for the environment starts with us” tagline 6 minutes.

- Of all the taglines, this tagline was the only one to score significantly better than the mean in any metric
 - The “helping you help the planet” directly ties individual efforts to environmental impact, which is not done in any other tagline
 - Respondents said the phrase “whenever possible” made the tagline realistic and believable
- Overall, caring-focused taglines performed better than future-focused taglines
 - The caring-focused taglines may appear to be more achievable and realistic, which could have led to them being perceived as more eco-friendly and helping the environment

Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet.

| Appeal | Uniqueness | Believability | Message Clarity | Eco-Friendly Perception | Perception of Healing the Environment |
|--------|------------|---------------|-----------------|-------------------------|---------------------------------------|
| 62% | 61% | 65% | 68% | 68% | 61% |



Detailed Findings

Caring Scorecard Metrics (N=99, 100), Top Box

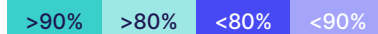
Caring Tagline vs. Mean Scorecard

| Tagline | Appeal | Uniqueness | Believability | Message Clarity | Eco-Friendly Perception | Perception of Helping the Environment |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------|---------------|-----------------|-------------------------|---------------------------------------|
| Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet. (n=99) | 62% | 61% | 65% | 68% | 68% | 61% |
| We make caring for the environment easy by reusing recycled materials in all of our packaging. (n=100) | 62% | 50% | 54% | 71% | 61% | 58% |
| We show our commitment to caring for the environment by offering products made with 70% recycled materials. (n=99) | 61% | 54% | 57% | 70% | 63% | 57% |
| Made with pride, care, & recycled materials. (n=100) | 52% | 48% | 47% | 68% | 52% | 51% |
| Eco-friendly & sustainably sourced. (n=100) | 50% | 42% | 56% | 55% | 60% | 54% |
| Mean | 57% | 51% | 56% | 66% | 61% | 56% |

GutCheck Concept vs. Mean Scorecard Comparison

Statistical significance is determined by a 2-tailed test and sample size of N=100 per concept. Sorted by Appeal. Scores are TB on a 5 point scale.

Shading Legend: Significance compared to the mean



Caring Scorecard Metrics (N=99, 100), Top Box

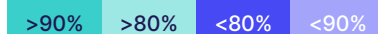
All Taglines vs. Mean Scorecard

| Tagline | Appeal | Uniqueness | Believability | Message Clarity | Eco-Friendly Perception | Perception of Helping the Environment |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------|---------------|-----------------|-------------------------|---------------------------------------|
| Caring: Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet. (n=99) | 62% | 61% | 65% | 68% | 68% | 61% |
| Caring: We make caring for the environment easy by reusing recycled materials in all of our packaging. (n=100) | 62% | 50% | 54% | 71% | 61% | 58% |
| Caring: We show our commitment to caring for the environment by offering products made with 70% recycled materials. (n=99) | 61% | 54% | 57% | 70% | 63% | 57% |
| Future: We are committed to creating a sustainable future, & that's why our products are made with 70% recycled materials. (n=99) | 56% | 39% | 51% | 73% | 51% | 52% |
| Future: Our commitment to sustainability is a commitment to the future of our planet. By using products made with 70% recycled materials, you are helping to preserve all of our futures. (n=98) | 55% | 45% | 45% | 66% | 58% | 56% |
| Future: Made with recycled & reused materials, helping to ensure that our planet's future is a long one. (n=99) | 54% | 42% | 51% | 68% | 57% | 56% |
| Caring: Made with pride, care, & recycled materials. (n=100) | 52% | 48% | 47% | 68% | 52% | 51% |
| Caring: Eco-friendly & sustainably sourced. (n=100) | 50% | 42% | 56% | 55% | 60% | 54% |
| Future: Made with recycled materials, & with our planet's future in mind. (n=99) | 46% | 41% | 33% | 64% | 52% | 48% |
| Future: Eco-friendly & sustainably sourced. (n=99) | 44% | 34% | 44% | 60% | 47% | 49% |
| Mean | 54% | 45% | 50% | 66% | 57% | 54% |

GutCheck Concept vs. Mean Scorecard Comparison

Statistical significance is determined by a 2-tailed test and sample size of N=100 per concept. Sorted by Appeal. Scores are TB on a 5 point scale.

Shading Legend: Significance compared to the mean



Caring Scorecard Metrics (n=99, 100), Top Box

Caring Tagline vs. Tagline Scorecard

| Metric | We make caring for the environment easy by reusing recycled materials in all of our packaging. (n=100) A | Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet. (n=99) B | We show our commitment to caring for the environment by offering products made with 70% recycled materials. (n=99) C | Made with pride, care, recycled materials. (n=100) D | Eco-friendly & sustainably sourced. (n=100) E |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------|
| TB Appeal | 62% ^e | 62% ^e | 61% | 52% | 50% |
| TB Uniqueness | 50% | 61% ^{dE} | 54% | 48% | 42% |
| TB Believability | 54% | 65% ^D | 57% | 47% | 56% |
| TB Message Clarity | 71% ^E | 68% ^e | 70% ^E | 68% ^e | 55% |
| TB Eco-Friendly Perception | 61% | 68% ^D | 63% | 52% | 60% |
| TB Perception of Helping the Environment | 58% | 61% | 57% | 51% | 54% |

GutCheck Concept vs. Concept Scorecard Comparison

Statistical significance is determined using a 2-tailed test and sample size of N=100 per concept. Upper and lower case letters signify 95% and 90% confidence respectively.

Future Scorecard Metrics (n=98, 99), Top Box

Future Tagline vs. Tagline Scorecard

| Metric | We are committed to creating a sustainable future, & that's why our products are made with 70% recycled materials. (n=99) A | Our commitment to sustainability is a commitment to the future of our planet. By using products made with 70% recycled materials, you are helping to preserve all of our futures. (n=98) B | Made with recycled & reused materials, helping to ensure that our planet's future is a long one. (n=99) C | Made with recycled materials, & with our planet's future in mind. (n=99) D | Eco-friendly & sustainably sourced. (n=99) E |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------|
| TB Appeal | 56% | 55% | 54% | 48% | 44% |
| TB Uniqueness | 39% | 45% | 42% | 41% | 34% |
| TB Believability | 51% ^D | 45% ^d | 51% ^D | 33% | 44% |
| TB Message Clarity | 73% ^e | 66% | 68% | 64% | 60% |
| TB Eco-Friendly Perception | 51% | 58% | 57% | 52% | 47% |
| TB Perception of Helping the Environment | 52% | 56% | 56% | 48% | 49% |

GutCheck Concept vs. Concept Scorecard Comparison

Statistical significance is determined using a 2-tailed test and sample size of N=99 per concept. Upper and lower case letters signify 95% and 90% confidence respectively.

Future Tagline vs. Tagline Scorecard

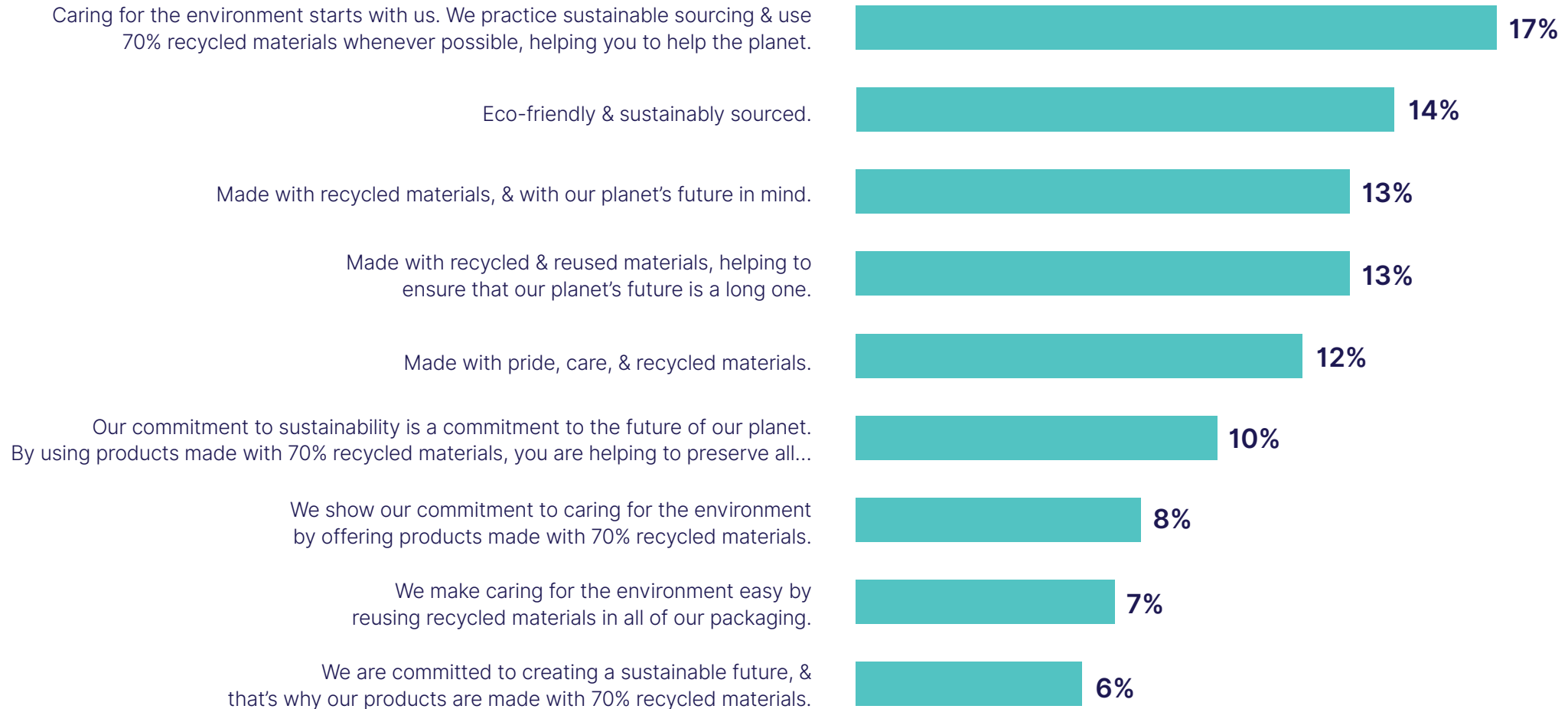
| Metric | Caring: We make caring for the environment easy by reusing recycled materials in all of our packaging. (n=100) A | Caring: Caring for the environment starts with us. We practice sustainable sourcing & use 70% recycled materials whenever possible, helping you to help the planet. (n=99) B | Caring: We show our commitment to caring for the environment by offering products made with 70% recycled materials. (n=99) C | Future: We are committed to creating a sustainable future, & that's why our products are made with 70% recycled materials. (n=99) D | Future: Our commitment to sustainability is a commitment to the future of our planet. By using products made with 70% recycled materials, you are helping to preserve all of our futures. (n=98) E | Future: Made with recycled & reused materials, helping to ensure that our planet's future is a long one. (n=99) F | Caring: Made with pride, care, & recycled materials. (n=100) G | Caring: Eco-friendly & sustainably sourced (n=100) H | Future: Made with recycled materials, & with our planet's future in mind. (n=99) I | Future: Eco-friendly & sustainability sourced. (n=99) J |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| TB Appeal | 62% ^{hIj} | 62% ^{hIj} | 61% ^{Ij} | 56% | 55% | 54% | 52% | 50% | 46% | 44% |
| TB Uniqueness | 50% ^J | 61% ^{DEFGHIJ} | 54% ^{DIJ} | 39% | 45% | 42% | 48% ⁱ | 42% | 41% | 34% |
| TB Believability | 54% ^I | 65% ^{DEFGHIJ} | 57% ^{elj} | 51% ^I | 45% ^I | 51% ^I | 47% ^I | 56% ^I | 33% | 44% |
| TB Message Clarity | 71% ^{Hj} | 68% ^h | 70% ^H | 73% ^{Hj} | 66% | 68% ^h | 68% | 55% | 64% | 60% |
| TB Eco-Friendly Perception | 61% ^j | 68% ^{DGIJ} | 57% ^{dj} | 51% | 58% | 57% | 52% | 60% ^j | 52% | 47% |
| TB Perception of Helping the Environment | 58% | 61% ⁱ | 56% | 52% | 56% | 56% | 51% | 54% | 48% | 49% |

GutCheck Concept vs. Concept Scorecard Comparison

Statistical significance is determined using a 2-tailed test and sample size of N=100 per concept. Upper and lower case letters signify 95% and 90% confidence respectively.

Favorite Tagline

The “Caring for the environment starts with us” tagline was also chosen as the most favorite tagline.





Appendix

Appendix: Sample Demographics

| Gender | |
|--------|-----|
| Male | 49% |
| Female | 51% |

| Age | |
|-------|-----|
| 13-17 | - |
| 18-24 | 16% |
| 25-34 | 19% |
| 35-44 | 19% |
| 45-54 | 15% |
| 55-64 | 1 |
| 65+ | 2 |

| Household Income | |
|-----------------------|-----|
| Less than \$20,000 | 11% |
| \$20,000 - \$29,999 | 10% |
| \$30,000 - \$39,999 | 12% |
| \$40,000 - \$49,999 | 10% |
| \$50,000 - \$59,999 | 15% |
| \$60,000 - \$69,999 | 9% |
| \$70,000 - \$79,999 | 12% |
| \$80,000 - \$89,999 | 5% |
| \$90,000 - \$99,999 | 5% |
| \$100,000 - \$124,999 | 5% |
| \$125,000 - \$149,999 | 2% |
| \$150,000 - \$249,999 | 1% |
| \$250,000+ | 2% |
| I prefer not to say | 1% |

| Ethnicity | |
|-------------------|-----|
| African American | 16% |
| Asian | 8% |
| Caucasian | 64% |
| Hispanic / Latino | 10% |
| Other | 2% |

| Marital Status | |
|---------------------|-----|
| Single | 33% |
| Married | 49% |
| Divorced | 9% |
| Widower | 4% |
| Separated | 1% |
| Living with Partner | 5% |

Appendix: Sample Demographics

| State | |
|----------------------|-----|
| Alabama | 55% |
| Alaska | 55% |
| Arizona | 55% |
| Arkansas | 55% |
| California | 55% |
| Colorado | 55% |
| Connecticut | 55% |
| Delaware | 55% |
| District of Columbia | 55% |
| Florida | 55% |
| Georgia | 55% |
| Hawaii | 55% |
| Idaho | 55% |
| Illinois | 55% |

| State | |
|---------------|-----|
| Indiana | 55% |
| Iowa | 55% |
| Kansas | 55% |
| Kentucky | 55% |
| Louisiana | 55% |
| Maine | 55% |
| Maryland | 55% |
| Massachusetts | 55% |
| Michigan | 55% |
| Minnesota | 55% |
| Mississippi | 55% |
| Missouri | 55% |
| Montana | 55% |
| Nebraska | 55% |

| State | |
|----------------|-----|
| Nevada | 55% |
| New Hampshire | 55% |
| New Jersey | 55% |
| New Mexico | 55% |
| New York | 55% |
| North Carolina | 55% |
| North Dakota | 55% |
| Ohio | 55% |
| Oklahoma | 55% |
| Oregon | 55% |
| Pennsylvania | 55% |
| Rhode Island | 55% |
| South Carolina | 55% |
| South Dakota | 55% |

| State | |
|---------------|-----|
| Tennessee | 55% |
| Texas | 55% |
| Utah | 55% |
| Vermont | 55% |
| Virginia | 55% |
| Washington | 55% |
| West Virginia | 55% |
| Wisconsin | 55% |
| Wyoming | 55% |

Appendix: Sample Demographics

| Children in HH | |
|----------------|-----|
| 0 | 51% |
| 1 | 24% |
| 2 | 16% |
| 3 | 6% |
| 4 | 2% |
| 5 or more | 1% |

| Education | |
|-----------------------|-----|
| Less than high school | 1% |
| High school graduate | 17% |
| Some college | 28% |
| Associate degree | 14% |
| Bachelor degree | 29% |
| Advanced degree | 10% |

| Purchases Eco-Friendly Household Product | |
|-----------------------------------------------|------|
| An eco-friendly sustainable household product | 100% |
| An organic grocery product | 82% |
| Clothing | 89% |
| Furniture | 44% |
| Natural Beauty Products | 70% |
| None of the above | - |

| Grocery Responsibility | |
|-----------------------------------------------|-----|
| I am fully responsible | 76% |
| I am most responsible | 14% |
| I share responsibility about half of the time | 10% |
| Someone else is mostly responsible | - |
| Someone else is fully responsible | - |