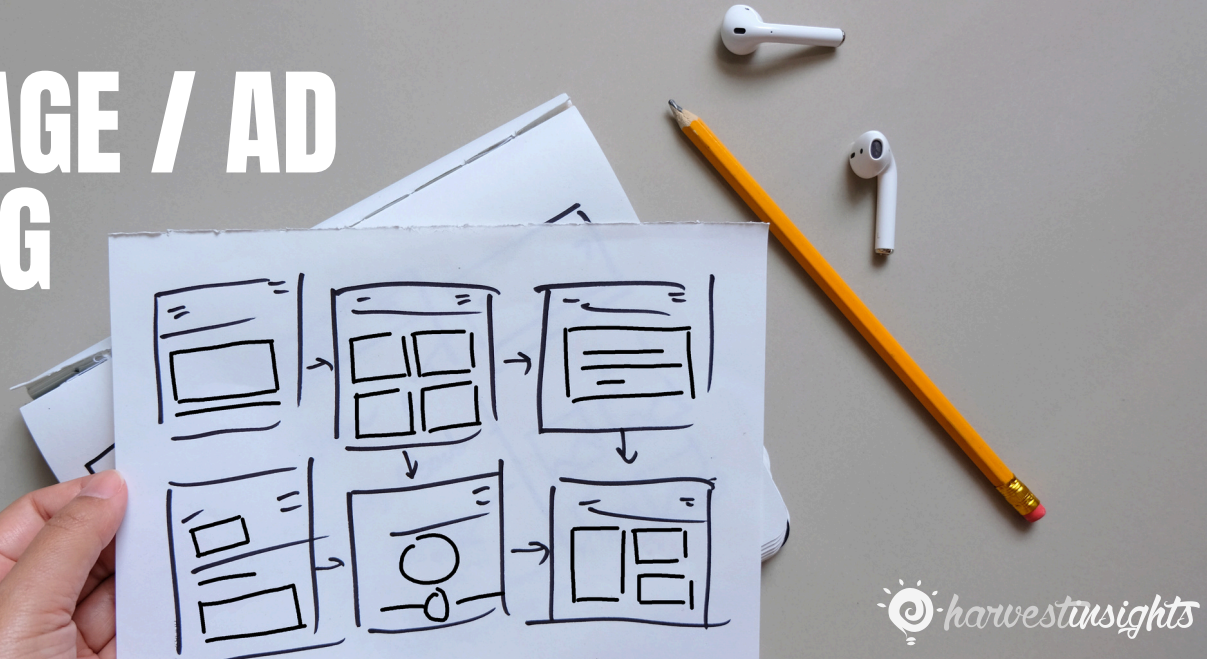


MESSAGE / AD TESTING



OVERVIEW

Harvest Insights partnered with a leading personalized skincare brand, to optimize their B messaging through comprehensive storyboard testing. The study aimed to identify the most effective creative approach for communicating the unique value proposition while balancing empathy, relatability, and product education. ultimately informing how the brand can improve message clarity, enhance brand perception, and drive stronger purchase intent across their target demographic.

CHALLENGE

Previous advertising efforts revealed gaps in consumer understanding of the core offering and value proposition. The company needed to balance educational content with emotional connection.

The challenge was compounded by the need to incorporate humor and relatability while maintaining scientific credibility.

SPECIFIC ISSUES

- Unclear product positioning across multiple touchpoints
- Ambiguous role of dermatologists and other professionals
- Inconsistent communication of the core value proposition and brand differentiators
- Risks of alienating audience by incorporating humor and wit
- Limited brand differentiation in a crowded skincare market

HARVEST INSIGHTS SOLUTION

Objective

Evaluate three distinct storyboard concepts to identify the optimal messaging approach that effectively communicates the brand's unique value proposition while maintaining emotional resonance and driving purchase intent.

Approach

- Online focus groups with consumers of different age ranges to capture generational differences in responses
- Testing three distinct storyboard concepts each representing different approaches to balancing humor, empathy, and product education
- Designing evaluation criteria for independent scoring prior to group discussion
- Deep dive into creative elements including tone, humor, imagery, and overall emotional response

Conclusion

The study provided clear strategic direction for creative development, ultimately informing how the brand can improve message clarity, enhance brand perception, and drive stronger purchase intent across their target demographic.



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