

FMCG CONSUMER SURVEY – A SUMMARY

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PART ONE:
THE STUDY

THE STUDY:

Vlerick Leuven Gent Management School investigated the impact of USP Solutions' Sensory Marketing Tools on overall consumer experience. Further the research team identified how the Sensory Marketing Tool serves to influence brand awareness, brand loyalty and sales. The consumer survey is based on the insights of in total 240 participants. Further the research team interviewed 6 senior representatives from Beiersdorf, Delhaize, Estée Lauder, L'Oréal, Procter & Gamble and Unilever.

MAIN OBJECTIVE

The research project's main objective was to provide an understanding of

- How consumers are impacted by experiencing A-Ha "Moments of Truth" when using a Sensory Marketing Tool, in this case the USP Skin Type Test Strip.
 - The effects the strip has on influencing sales and/or brand.
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PART TWO:
**CONSUMER SURVEY –
KEY FINDINGS**

CONSUMER SURVEY – KEY FINDINGS

The survey with 240 participants proved that, while using the USP Solutions Skin Type Test Strip, consumers experience “A-Ha” Moments which helps brand managers / retailers to:

- Achieve Consumer Educational Objectives 72.2% of the time
- **Achieve Consumer Empowerment to Purchase 70,6 % of the time**
- Increase Brand Confidence 80,1% of the time
- Convert Consumers into Brand Advocates 30,8% of the time

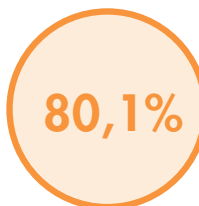
WHAT CONSUMER EXPERIENCE WHEN USING THE USP SKIN TYPE TEST STRIP:

- experienced **Fun**: consumers enjoy the process of testing their skin type
- experienced **Ease of Use**: end users were able to get their individual results fast
- experienced **Usefulness**: clients felt the “A-Ha” once the test reveals their skin type
- induced **Consumer Education**: consumers who became aware or reassured of their skin type through the test felt empowered in their future buying decisions
- induced **Brand Confidence**: consumers gained greater confidence in the brands who conduct the test
- induced **Brand Advocacy**: consumers became more inclined to become brand advocates (e.g. recommending the brand and the branded test strip to their family & friends or sharing their experience online), which has become a key marketing strategy for the FMCGs



Higher Consumer Acquisition Potential –

70,6 % of consumers involved in the survey felt inclined to buy brands that use USP test strips.



Brand Confidence Increase –

80,1 % of the participants gained increased confidence in the brand conducting the beauty trait test.



Brand Advocacy Growth –

The study saw 30,8 % of consumers convert to brand advocates. This means these consumers would then recommend to their peers the brand that provided the test strips.

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PART THREE:
**INTERVIEWS –
KEY FINDINGS**

**THE IMPORTANCE OF
MAGAZINE INSERTS
IN BEAUTY BRAND
ADVERTISING**

THE IMPORTANCE OF MAGAZINE INSERTS IN BEAUTY BRAND ADVERTISING

Advertising through magazines remains one of the important ways for skincare brands to reach out to their customers. Therefore, a special focus group of 40 people was conducted to verify the Recency and Recall Effect of the test strip included with a magazine advertisement.

MAGAZINE INSERT SURVEY – KEY FINDINGS:

On average most brands have a recollection rate of less than 40 %. When including a Sensory Marketing Tool (Test Strip) with the add, this recollection rate dramatically changes:

- **75% of the participants remembering the ad with the strip**
- **90% remembering the ad with the strip and a product sample sachet**

Furthermore, it was revealed that **using a branded USP Skin Type Test strip with a magazine ad increases confidence to buy from the specific brand by 86.4%** and 52.8% of people are willing to pay a higher price for skincare products that cater to their needs.

INTERVIEWS – KEY FINDINGS

Face to face interviews were conducted with a total of 6 senior representatives from Beiersdorf, Delhaize, Estée Lauder, L'Oréal, Procter & Gamble and Unilever.

- In all cases the consumer survey data was proven to encompass their need for verification of the impact the strip has on brand building, brand awareness, advocacy and sales.
- Furthermore, 5 out of the 6 interviewees felt that the USP Skin Type Test Strip would be very useful in ATL marketing in magazines shifting the ad from pure visual to experimental impact.

CONCLUSION

Through engaging consumers in a kinaesthetic, hands-on experience, the study proved that USP Solutions supports the marketing endeavours of its clients to achieve brand satisfaction and boost sales.



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