



# QUICK ACTIVITY

Can you identify the claims?



Claims are anything that we say about our product, including the benefits, the name of the product and even images of what is contained in our product.

How hair looks in an advertisement is not technically a claim but should not be misrepresentative and testing needs to be done on this hair type.

# CLAIMS & APPRAISAL CHALLENGE

- The next part of the project, is to create a claims & appraisal package.
- Keeping your target consumer's needs in mind, use your branding and your product's unique selling point to decide on 3 key claims you would like to make about your product
- One of your claims must be a benefit claim e.g. less frizz, more shine, 10x smoother
- Once you have established your claims, decide on how you are going to support **your benefit** claim, what types of measures could you use in the lab to support it?
- Use the following slides to help craft your claims & support strategy.

# CLAIMS

## What is a claim?

- Anything a product promises through words or images can be a claim and must be truthful. A claim could be:



PRODUCT PERFORMANCE



PRODUCT FORMULATION



CONSUMER HABIT

- Claims tell consumers what to **EXPECT** from products, and give them **REASONS TO BELIEVE**
- Claims lead consumers to buy our products instead of competitors

# TYPES OF CLAIM

## INGREDIENT CLAIMS

Here the total product provides the claimed benefits but..... **the ingredient gives consumers a reason to believe**



Sunsilk Pro Colour, **with antioxidants and Bio Keratin**, helps to prevent colour fade.



Axe Intense Hair Scrub, **with little rock crystals**, removes styling product build up in just one wash



TIGI Diamond Dreams, **with diamond dust, cashmere extracts & crushed pearl**, indulges hair & provides brilliant shine....

Think about why TIGI picked diamonds, cashmere and pearls as ingredients to include in their product – how do they make you feel when you think about shine?

## BENEFIT CLAIMS

Tells the consumer about the **cosmetic benefits** of the product



Dove Nourishing Oil Care shampoo **smoothes up to 100% roughness and controls frizz.**



Advanced moisturising system delivers optimised hydration **to restore vibrancy and shine to dry, damaged hair.**



Youth renewal™ Rejuvenating Shampoo gently cleanses hair **to help rebuild volume, vibrancy and vitality.**

Numeric claims have to be proven with data to support them

# CLAIMS MAKING RULES:

## CLAIMS...

- Must never put consumers at risk
- Must be technically & legally supportable
- Must not mislead consumers
- Must not overpromise
- Should not denigrate competitor products
- If showing a product comparison, this must be a fair comparison



## WHY?

**When claims don't fulfil these criteria they may be challenged by competitors & regulatory bodies.**

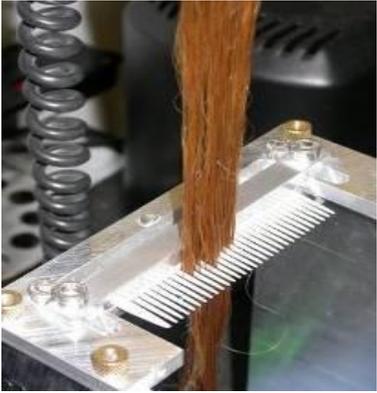
**We may have to defend our claims in court where fines, product recalls or changes to advertising could be demanded.**

# APPRAISAL

## Supporting Claims:

If I want to make a claim that my shampoo will make my consumers hair **SMOOTHER** how would I make it?

### TECHNICAL METHOD:



You want to show that your product will make your consumers hair in a better condition compared to how it was before. As you are making a comparison, you will need to demonstrate the product performance against something. Think about how you could do this.

What is a fair comparison – do you want to show that your shampoo will improve the hair compared to if they did not wash it? What about if they washed it with a different shampoo to yours?

Think about how you would measure your chosen benefit on the hair (shine, smoothness, strength), how could you demonstrate this? How could you measure it so that you are able to support claims about the hair, for example, 10 times smoother?

### CONSUMER METHOD



What if you ask the consumers to judge the benefit for themselves?

Another method you could use is to invite the consumers to try your products and ask them to judge whether they agree that their hair demonstrates that characteristic

Think about how you would ask them to judge if the product is making their hair smoother... would you wash their full head? How would they be able to remember if their hair was smooth before you washed...?

How many people would you need for it to be fair?

# EXAMPLE

I want to make the claim that my antiperspirant makes someone **SWEAT LESS**

What is the benefit I am trying to demonstrate?

If I want to prove that my antiperspirant will help people to sweat less, the benefit I am trying to demonstrate is the reduced volume of sweat produced when using my product vs a fair control.

How would I do it?

## TECHNICALLY

### Hot room study:

One method could be to invite a group of people to sit in a hot room for a fixed period of time. They have a prototype product under one arm, they will be wearing no antiperspirant under the other. The amount of sweat is measured by keeping a pad under each underarm which captures the sweat produced. At the end of the fixed period of time, the pads are weighed. The difference in weight gives the amount of sweat being produced by each underarm. To make claims like “24 hour protection”, the consumers will have to apply the product the day before.



# CLAIMS & APPRAISAL CHALLENGE

Claim 1 (benefit claim):

Suggested Support Strategy:

Claim 2:

Claim 3:

# DIGITAL ADVERTISING CHALLENGE

- Unilever would like you to create a either an Instagram post or storyboard (for use on Facebook, Instagram, YouTube video etc), for a post you plan to use to launch your product.
  - Make sure to include captions that explain your post or storyboard
  - They would like you to consider how you can tailor your content to fit your branding.
  - Think about your target consumer, which platforms will be the most effective at reaching them? (e.g. Instagram, Facebook, Youtube, a brand website)
  - If you have picked the Design for Inclusivity challenge, have you considered if you will need to tailor your content to ensure it is accessible?
  - Explain why you have picked the channel and why.
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# INSTAGRAM POST

Instagram 

 Brand Name 🕒 3min

Image

 Caption

 Like  Comment 

Instagram 

 🕒 3min

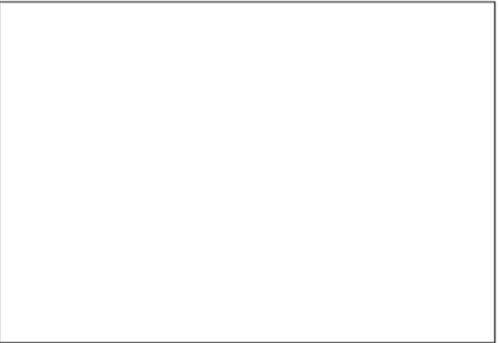
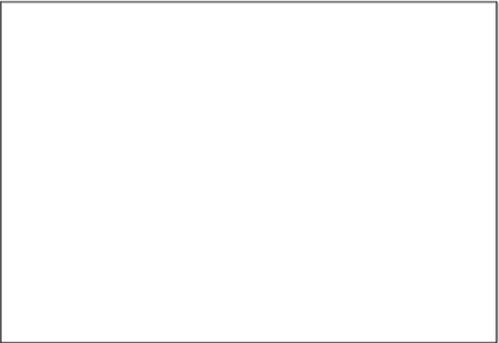
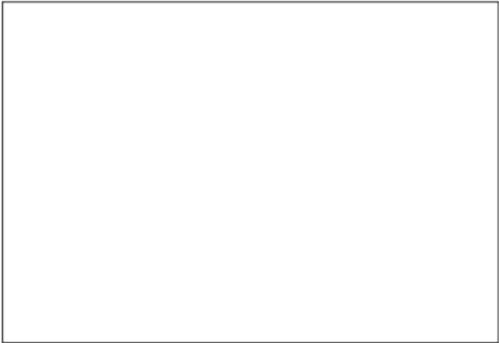


 Like  Comment 

# STORYBOARD

Image



Caption/Descriptions

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# ADVERTISING CONSIDERATIONS

## REGION 1:

- The most common messaging apps in this region are Facebook messenger and WhatsApp
- Generally, most people in this region have access to internet in some form, from internet cafes to mobile phones.
- In some parts of South America in particular, accessibility to internet will vary due to differences in wealth.
- The most popular social media apps are Facebook and Instagram
- Bloggers & vloggers can have a large influence in this region on encouraging the consumer to purchase hair products

## REGION 2:

- The most common messaging app is generally WhatsApp, although Facebook messenger is popular in parts.
- Internet is now more widely used in these countries but social media is not always common and can vary greatly due to differences in wealth in these countries.
- Social media penetration in 2018 India was at around 19% of the population whereas it was at 99% in both Qatar & United Arab Emirates.
- Youtube and Facebook are the most used in Africa & India but only a small proportion of the population have use these platforms
- In the middle east, Facebook and Twitter are the most popular social media

## REGION 3:

- The most common messaging apps in this region are Facebook messenger and WhatsApp.
- China do not have access to many of the social media applications used in region 1 & 2 – most commonly, WeChat is used here.
- Social media apps are on the rise in this region, particularly Facebook
- Accessibility to digital varies depending on the country. For example, in Indonesia, this will vary from no access to internet to having an internet-enabled mobile phones
- Consumers who do not have access to internet may only see advertising on the product itself or in shops on advertisements