



ZENMANGO™

Marketing · Brand Strategy · Research

Ad Claim Substantiation

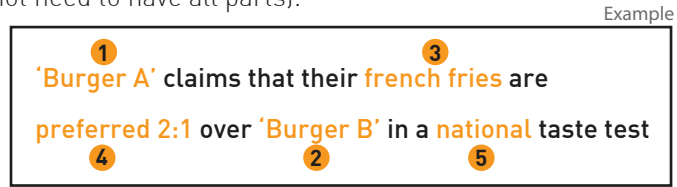
Get help from proven experts in the field.

What is it

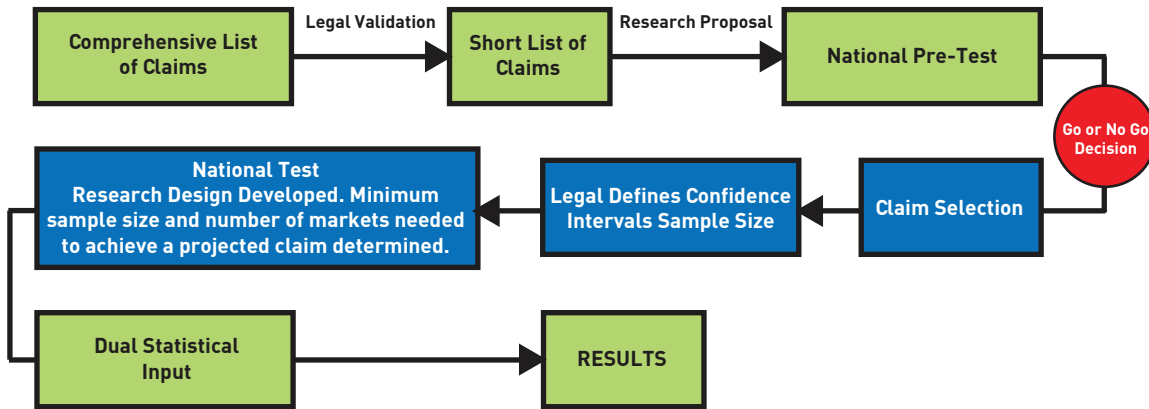
If the decision has been made to directly target a competitor, you must be prepared to substantiate that claim. The substantiation research must be designed to withstand critical challenge from federal agencies, TV networks, and the target company.

These are the five parts to a claim (All claims do not need to have all parts):

- 1) Brand A (Parent Brand)
- 2) Brand B (Target Brand)
- 3) Comparison Attribute
- 4) Comparison Level / Differentiator
- 5) Region Scope Definer



How does it work



- Comprehensive List of Claims** Usually a wish list from Marketing.
- Short List of Claims** Identifying a list of realistic claims.
- National Pre-Test** A pre-test to determine what chances the brand has to own each claim.
- Go or No Go Decision** Based on pre-test results the brand decides whether it is good marketing sense to go forward with the ad claim substantiation. **Everything beyond this point is discoverable.**
- Claim Selection** Select the best/strongest claim(s) to use.
- Legal Defines Sample Size** Your company's legal team defines what are acceptable 'sample sizes' and 'confidence intervals' needed to achieve claim substantiation. (We can make recommendations but will implement the guidelines defined by legal team)
- National Test** Once a claim has been established, we will facilitate under the strictest guidelines under the research. Every step is documented to help your legal team substantiate the claim.
- Dual Statistical Input** We use an internal and independent statistician to evaluate the results and provide their professional opinion on the confidence level of making the claim.
- RESULTS** We provide a report containing final results and recommendations.

Things to watch out for

- Once the process is started, everything is discoverable. All research and internal communication that supports the claim has to be shared in its entirety with the networks and the competition if challenged. It is advised that your legal team play a strong role in internal communication management.
- Compare similar products. Pizza Hut cannot compare their pepperoni lovers pizza with a one topping pepperoni pizza from Dominos.
- The claim is valid only until the competition alters the compared product. If the competition makes any ingredient changes to the product, the claim is no longer valid.

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