

PowerClean Storyboard – Creative Refiner

Sample Report



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Background & Objectives

The Situation

The household surface cleaner market has been relatively flat, so competition among the top 4 players is fierce. Clorox and Lysol's motivating and ownable germ-killing claims, plus their umbrella strategies spanning many categories, have led to a much higher overall market share for these two players. In the household surface cleaning category, cleaning effectiveness and disinfection ultimately drive purchase decisions as they're directly associated with protecting family health.

PowerClean, a new player, is trying to break through with an ad campaign. This specific idea competes directly with the leaders via a satirical problem-solution strategy grounded in fear of germs. In order to make sure the concept was ready for production, PowerClean wanted to test it among their target audience. Using a Creative Refiner™, PowerClean hoped to gather targeted consumer feedback to identify key areas for refinement in this creative concept. Specifically, they needed to understand if brand equities and key messages shine through, and if not, how they can refine the concept in order to ensure they do.

Objectives

Key Question

How should PowerClean refine their storyboard, prior to production, in order to position themselves for a successful launch and bring positive associations with the PowerClean brand?

Brand Equities:

- Effective cleaning
- Disinfection/Germ fighting

Key Messages:

- PowerClean is a powerful disinfectant that keeps germs in check and helps the family stay healthy and safe.
- PowerClean's brand is aesthetically appealing and less astringent than other brands

Research Objectives

1. Explore reactions to the ad, specifically focusing on initial impressions and understanding of the main message.
2. Uncover message interpretations and key takeaways.
3. Uncover how well the ad is communicating key messages in terms of being believable, likeable, and compelling.
4. Identify the impact on impressions of PowerClean and the likelihood to consider PowerClean for cleaning in the future.
5. Identify any red flags and opportunities for optimization

Methodology

Methodology

This study was conducted online where respondents answered open-ended questions and follow-ups posted by a trained moderator.

This technology fosters a dynamic qualitative discussion where respondents are easily able to interact with others in the group.

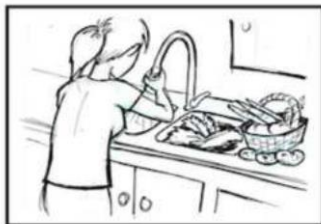
Qualitative research is based on a small number of individuals and provides a rich source of information useful in understanding a given subject matter or population, in confirming existing knowledge or suppositions, and in providing direction for planning and strategy. Caution should be used in generalizing the findings to a larger population.

| # of Groups | Total Respondents | Days in Field | Recruit to Report (in days) |
|-------------|-------------------|---------------|-----------------------------|
| 1 | 21 | 2 | 7 |

| Audience | |
|--------------------------------------|--|
| Gender | Male/Female |
| Age | 18-65 |
| Children in HH | 1+ |
| Age of Children in HH | Capture |
| Role in Cleaning House | At least half responsible |
| Role in Purchasing Cleaning Products | At last half responsible |
| Cleaning Products Purchased | Must select multi-purpose cleaner, plus two others |
| Current HH Cleaning Brand | Capture |
| Preferred HH Cleaning Brand | Capture |

Stimuli Tested

Germs Everywhere Storyboard



A mom is rinsing fresh-picked vegetables in the sink. Dirty water in the sink and dirt on the counters. Raw chicken is standing by on the counter as the next to be rinsed in preparation for dinner.



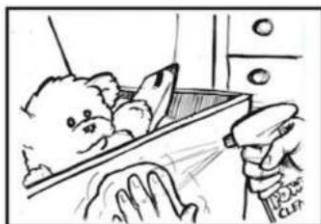
Switch to a child reaching into a toy chest to grab a toy with sticky hands from a messy PB&J sandwich.
Voiceover: "The unfortunate thing about household germs..."



Cut to the dirty family dog, who grabs a toy, then shakes it around, slobbering the toy and everything else nearby.
Voiceover: "...they don't stay where they belong."



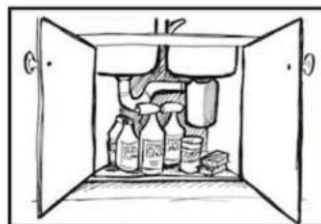
Cut to close-up of the sink being scrubbed clean...
Voiceover: "Disinfect all your household surfaces with **Power Clean Foam**..."



...to close-up of the toybox being sprayed and wiped...
Voiceover: "...**Power Clean Spray**..."



...to the floor being spot-mopped, while the dog sleeps peacefully.
Voiceover: "...and **Power Clean Concentrated Liquid**..."



Cut to full line of all three Power Clean products under the sink in the kitchen.
Voiceover: "**Power Clean** wipes out 99% of germs!"



Branding title card.
Voiceover: "To clean and disinfect the whole house..."

Executive Summary

Key Recommendations

The ad is highly relatable and gets across brand equities. But it could increase its stopping power and differentiate itself from similar, competitive ads through more of a focus on the product and users.

01

Though respondents recognized PowerClean's products could help keep their family safe, they felt the ad appealed to and primarily targeted mothers.

While it's still relatable to many, the ad features a woman with a child and pet—to some, that singled out that consumer segment as the primary user of this particular product, while excluding others. Consider including a male lead or other family members in the ad to show that it's not just mothers who clean.

02

Respondents were split as to whether they thought the ad would be compelling enough to capture their attention and felt the brand didn't shine through enough.

In order to make the ad more compelling, make the appearance of messes or germs more obvious—but not too appalling—to increase the stopping power and further highlight the ad's key message without being too astringent. Conducting further testing when it comes time to incorporate music and actors/actresses will also help understand how to make the ad more attention-getting.

03

Many found the ad didn't divulge enough information and was undifferentiated from other ads for cleaning products.

Increase purchase consideration by including more detailed information in the ad, or by including a note about where you can find more information on the product—specifically about the price, ingredients, smell, and size. Further, differentiate the ad and highlight the product better by showing it being used in action or in comparison to other cleaning products available.

Detailed Findings

Initial impressions of the ad were mostly positive due to its ability to relate to many people's everyday life.

The scenarios showing a dirty kitchen and kids' toys everywhere were highly relatable and showed the ease with which germs can spread.

At the outset, most participants felt that the ad, while similar to other cleaning ads, **was relatable and effective in showing numerous situations in which cleaning is necessary.**

Many respondents' initial sentiment towards the ad was also positive, with very few mentioning any negative aspects.

Some respondents noted the **ad's ability to showcase how this particular brand is versatile** by killing germs in each of the situations shown.

A few immediately wanted to know more and posed additional questions about the product based on their initial reactions.

I like the concept of the ad because it makes people think about how easily germs can and will spread throughout your house. It is easy to remember to clean up where you have the raw chicken but this ad makes you think about the germs that are still spread throughout the house. The use of the dog and kid are good touches as it makes the ad really hit home
-Male, Age 43

Many immediately associated with the ad due to its common use cases, especially parents with messy households.

While the majority of respondents found the ad relatable, they felt it's most relevant to stay at home mothers with young children.

Most found the ad more applicable to mothers, especially those with young children. A few other respondents felt the ad **could be relevant to any parent, single or married, that is concerned with having a clean home for their children.**

A couple also noted that it also appeals to pet owners, or more broadly, anyone with a messy home—but still most likely to be the case with families.

“ I think overall this ad is targeted to parents who want to protect their families. Whether it is mom or dad that does the cleaning, they are the target audience in my opinion.

-Male, Age 43

“ I think this is targeted to younger moms, about 30, married, with kids in elementary school. They want to keep the house as clean as possible with busy schedules. They run the kids to activities, and don't often have time for themselves. When the mom does get free time she likes to read a magazine or good book. But, her kids are her life.

- Female, Age 46

Most translated the main message as showcasing a versatile and effective cleaning product.

Respondents felt the ad’s purpose was to communicate the effectiveness of the product line in killing germs all around the house—from the kitchen to the toys to the floor.

Based on the situations in which the PowerClean product line can be used, and the claim that 99% of germs are wiped out by them, respondents also found that **the ad communicated how easy it is for germs to spread and how you can protect your family from them.**

“ *It is trying to communicate that the product can clean up after lots of different types of messes. It also expresses that it is a very powerful cleaner that removes many types of germs from different surfaces.*

- Female, Age 33

Respondents were relatively split on whether or not the ad was compelling enough to capture their attention.

Those who said they were less likely to watch the ad **felt it may be too similar to other types of ads, and therefore wouldn't be as attention-getting.**

Some are unclear as to what impact the ad might have on capturing their attention or getting them to watch it, but note that **the right music or actors could encourage them to.**

Respondents who felt they'd be **likely to watch the ad would do so because it was relatable to them;** mothers and wives were those who felt this ad would capture their attention most.

A few also felt since **this ad immediately shows how germs are everywhere in the household, it would startle them and capture their attention** to the point where they would want to learn how the product could help protect their household.

“

I might watch it. It depends on the music and narrator. I might be interested in the product advertised and watch to see how the products work

-Female, Age 27

“

I think I would enjoy seeing this on tv because I can relate to it very much and would certainly want to use this product in my home for many different reasons

- Female, Age 33

The way the product can be used and how successfully it can clean was well-liked, but it left other questions unanswered.



» **Relatable Situations**

Most like the way that the ad shows **different situations and ways the products can be used**, in a relatable format.



» **Product Specifics**

While some had no dislikes, other respondents are **left wondering about more specific details about the product** and don't like that the ad doesn't answer them.




» **Effectiveness**

Some specifically **like the final note that PowerClean wipes out 99% of germs**; this makes them feel confident in the effectiveness of the product and that they can keep their home clean and family safe.



I like that it shows different ways in which the cleaner can be used so that I can see different scenarios for using it.

- Female, Age 33



I like that it wipes out 99% of all household germs. That makes me want to try the product. It makes me feel good to know that I can keep my family safe from germs.

- Male, Age 49



The one thing that I didn't like was that I wasn't sure what the ingredients were if they were organic natural or anything like that.

- Female, Age 43

As noted, the ad leaves some respondents with questions about specific product qualities.

Some respondents wanted to know more after reading the ad. While it covered it was effective in killing 99% of germs, it didn't provide any insight into the ingredients. For example, a few respondents noted wanting to know whether it was a natural product and how it smelt.

Additionally, while the ad showed the product around pets and kids, it didn't specify how safe and/or harmful the product was.

“ *The ad does not appear to include any specifics about the contents of the cleaner. Does it include bleach? Is it a citrus based cleaner? There is no information at all*

- Male, Age 36



*How is this cleaner different from other cleaners?
Is it more natural? Is it safe? Does it smell good? I
like cleaners with a lemon scent.*

- Female, Age 27

The ad was mostly believable but could incorporate more convincing claims.

The majority of respondents found the ad to be very believable due to prior experience with other cleaning products and the fact that this ad elicited similar uses.

Those who felt it wasn't entirely credible felt so due to the fact that the claim that **it wipes out 99% of household germs may not be entirely true** or wasn't backed up with evidence. Some also don't know how it would compare to bleach or their existing cleaning brands.

“

It's very relatable and there are already other cleaners that do the same as stated above so yes, it's very believable.

- Female, Age 28

“

I believe what the product states until it proves me wrong. But, I do not know how you can prove that something kills 99% of all household germs.

- Male, Age 49

“

Somewhat believably because I'm sure it probably kills a lot of germs. Almost any chemical can, and white vinegar is one of plenty of natural items that can also disinfect. Yet as I pointed out before, there is no proof that it kills as many germs as it claims.

- Male, Age 38


While the type of product is clear, the branding could use some improvement in capturing attention of the brand and its specific product line.

When it came to understanding what brand the ad was for, some felt they'd **easily remember it was for a cleaning product**, however fewer felt they'd be able to remember it was for PowerClean.

Some do note that because PowerClean is highlighted in each situation when it came to the varying products, they may be more likely to remember the brand name. More specifically, **the final scene of the ad with the PowerClean name and logo was the best source for brand recall.**

“ *The brand comes through at the end, the big letters represent the brand in an effective way. I will remember the ad concept more than the brand in this case*

-Male, Age 43




I think I would consider showing the product more often, maybe even close ups. I'd also mention if this product is made with all natural ingredients as that would definitely be a selling point. If it wasn't made of natural ingredients, then I would consider at least making it a point to mention verbally that is safe for the whole family, even pets.

- Female, Age 43



The only improvement that I would suggest is to make the brand name PowerClean more dominant in the ad.

- Female, Age 54



I would say how this cleaner is different from other cleaners. I would say if it is organic. I would say or show what scent it has. This cleaner doesn't stand out enough. Describe it more.

- Female, Age 27

Appendix

Appendix

Sample Demographics (n=21)

Gender

| | |
|--------|----|
| Male | 11 |
| Female | 10 |

Age

| | |
|---------|----|
| 18 – 24 | 1 |
| 25 – 45 | 14 |
| 46 – 54 | 5 |
| 55 – 64 | 1 |

Role in Cleaning House

| | |
|--|----|
| I'm fully responsible | 14 |
| I am mostly responsible | 5 |
| I share responsibility about half the time | 2 |
| Someone else is mostly responsible | -- |
| Someone else is fully responsible | -- |

Role in Purchasing Cleaning Products

| | |
|--|----|
| I'm fully responsible | 17 |
| I am mostly responsible | 2 |
| I share responsibility about half the time | 2 |
| Someone else is mostly responsible | -- |
| Someone else is fully responsible | -- |
| I'm fully responsible | -- |

Clean Products Purchased

| | |
|---|----|
| Multi-purpose cleaner | 21 |
| Surface cleaning Spray | 21 |
| Toilet Bowl Cleaner | 21 |
| Bathtub/tile cleaner | 20 |
| Floor Cleaner | 21 |
| Other cleaner not listed | 7 |
| I have never purchased any of the above | 0 |

Sample Demographics (n=21)

| Current HH Cleaning Brand | | Preferred HH Cleaning Brand | |
|-------------------------------|----|-------------------------------|----|
| Lysol | 18 | Lysol | 10 |
| Method | 2 | Method | 1 |
| Honest | 2 | Honest | 0 |
| Mrs. Meyer's | 3 | Mrs. Meyer's | 0 |
| Great Value | 6 | Great Value | 1 |
| Spray Away | 1 | Spray Away | 0 |
| 409 | 12 | 409 | 1 |
| Sparkle | 4 | Sparkle | 0 |
| Mr. Clean | 12 | Mr. Clean | 1 |
| Clorox | 19 | Clorox | 4 |
| Nature's Source | 1 | Nature's Source | 0 |
| Pledge | 13 | Pledge | 0 |
| Seventh Generation | 6 | Seventh Generation | 2 |
| Another brand not listed here | 1 | Another brand not listed here | 1 |

Level 3: Confidential