



Focus On: Message Testing

iImpact Solution Brief

ORGANIZATION TYPE:
Beverage Company

TARGET AUDIENCE:
Coffee drinkers

PROJECT CATEGORY:
Message Test

iMODERATE OBJECTIVE:

The primary goals of the iModerate sessions were to:

- Gauge the impact of the health and wellness messaging on current and lapsed coffee drinkers
- Understand consumers' general attitudes toward coffee and health/wellness, and discover how these attitudes impact reactions to potential messaging

OUTCOME:

The majority of coffee drinkers iModerate chatted with were relatively unconcerned about the impact of coffee on their health. Most respondents had the prevailing attitude that, consumed in moderation, coffee and caffeine presented no problem. Those who reduced coffee consumption in the past year or switched to decaf had a quite different take as they were extremely concerned about the health effects of caffeine, especially when consumed in large quantities. That said, messaging about the health benefits of coffee, current and potential, were largely well received. These results helped the brand understand the strengths and weaknesses of this messaging and verified their approach as successful.

ORGANIZATION TYPE:
Investment/Retirement Services

TARGET AUDIENCE:
Current customers and prospects

PROJECT CATEGORY:
Message Test

iMODERATE OBJECTIVE:

The purpose of this study was to understand current customer and prospect reaction to one of four potential messages the financial institution could roll out. More specifically, the objectives were to:

- Identify what respondents look for in a retirement savings company and uncover what investment options are of greatest importance to them
- Understand the appeal of the message statement and its impact on investment interest with the financial institution
- Determine the degree to which the message aligns with what respondents look for in a retirement savings company

OUTCOME:

The results of this test revealed that both current customers and prospects in the iModerate sessions had an underlying skepticism of the retirement and financial industry in general, believing it to be motivated by corporate greed rather than interest in the customer. Despite this skepticism, our client's messaging did effectively differentiate the company by emphasizing its unique background and longevity, its dedication to working with its customers and its mission to offer fairly priced products and objective service - all of which stood in contrast to respondents' assumptions about retirement services companies. While prospects related more favorably to messaging that reassured them that the company was an ethical institution that they could trust, current customers responded more strongly to messaging that promised product delivery and performance. Ultimately, the company was able to tailor its messaging to target these two diverse audiences.