



Focus On:

Brand Perception Study

Optimum!nsightSM

ORGANIZATION TYPE:

Consumer Packaged Goods Company

TARGET AUDIENCE:

Men and women who are primary decision makers for household goods

PROJECT CATEGORY:

Brand Perception Study

IMODERATE OBJECTIVES:

The goal of the sessions was to understand, at the brand level, emotive connections between the client's detergent brand and the competing brands. Specifically, the qualitative objectives were to:

- Explore the nuances between these emotive connections
- Uncover the functional and emotional drivers governing brand selection in the detergent category
- Explore motivations for brand choice and any change therein

OUTCOME:

The sessions showed that respondents associate the client's brand with high energy, high-powered feelings of dominance, importance, boldness, strength, stability, leadership, accomplishment and greatness. In fact, even among those who do not consider it their primary brand of detergent perceive it as THE premium detergent. Consumers trust the brand as they feel it is the most well-known on the market. Additionally, the perception is that it has all the necessary qualities of a detergent.

In terms of functional benefits coming into play when purchasing laundry detergent, consumers consider and value similar perceived product benefits. They need a product that cleans clothes, fights stains, prevents fading, has a long-lasting scent, requires a small amount of the product for each load, doesn't irritate their skin and is widely available. The sessions uncovered that respondents think about and evaluate brands based on this checklist to find the one they feel is the best.

When discussing connections, for many, the client's brand is the one that has been in the family for generations, so respondents continue with tradition and purchase it exclusively for their own families. The trust factor that goes hand in hand with such a long-standing name is what makes these consumers loyal.

Finally, users of the client's detergent acknowledged that cheaper alternatives exist on the market, but for many, this does not matter. Those who purchase this detergent, either loyally or just on occasion, do so knowing they will pay extra but reap the benefits that go along with the premium, well-established brand name.