## $\mathsf{CREATIVE}\;\mathsf{REFINER}^{\mathsf{TM}}$

Consumer Exploration Development & Prioritization

## Methodology

**Our Approach** 

A qualitative study that presents creative to targeted shoppers, collects their feedback, and identifies key areas for refinement.

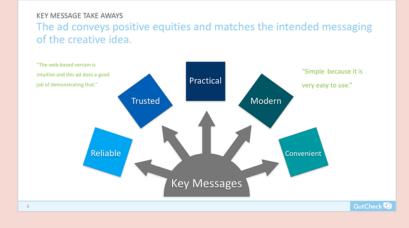


Define targeted audience group(s) of 20+ respondents Provide set of creative: POS, packaging, digital media, promotions, etc.



Align on discussion guide and key questions

## Deliverables in 6-10 days



VIDEO REACTIONS

After watching the ad, respondents appreciated the subtle approach to humor and the simple message.



C Proventieren

I think it takes what is a serious and somewhat stressful situation and **simplifies it**. It has humor in it, but doesn't make fun of you. I **never knew that I could use it on my cell phone, which I love.** - Male, 30 CREATIVE SUMMARY

Perceptions of the advertising idea are mixed due to the humor being enjoyable but condescending.





Product available in all GC countries except Saudi Arabia Video responses currently available in USA only