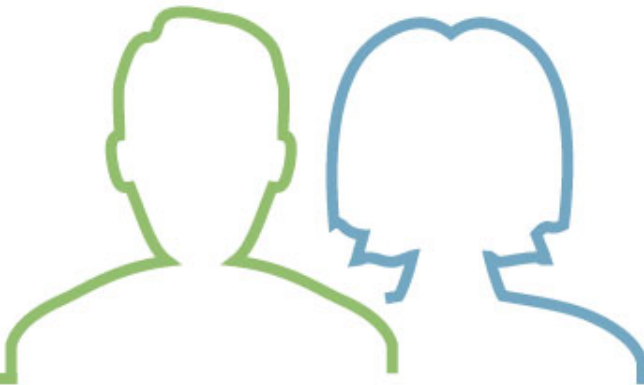




GUTCHECK MARKETING

GutCheck Logo Test

March 2015



Background & Objectives

Methodology & Target Audience

Executive Summary of Key Findings

Additional Findings

Scorecard & Stat Testing Grids


Overall Implications

Appendix


- Appendix A: Respondent Profile
- Appendix B: Stimulus Tested

The GutCheck marketing team is looking to evaluate 4 potential new logo designs against the current GutCheck logo design with the goal of picking a logo with which to move forward and refine.

KEY QUESTION

 Which logo garners the most consumer preference and best fits with what our customers and potential customers expect from GutCheck?

RESEARCH OBJECTIVES

- 
1. Assess all 5 logos (the original and 4 test logos) in terms of appeal, fit with initial impression of the GutCheck brand, and fit with the GutCheck brand after being provided our short positioning statement
 2. Gather feedback through a markup tool for areas of potential optimization

This study was conducted via an online quantitative survey with two different audiences:

- GutCheck Customers & Prospective Customers
- GutCheck Employees

Each survey lasted approximately 10 minutes, and both audiences used the same methodology.

GutCheck Customers and Prospective Customers (i.e., the “GutCheck Community”)

Research Method	# of Concepts	Total Respondents
Sequential Monadic (1 Cell)	5	100

GutCheck Employees

Research Method	# of Concepts	Total Respondents
Sequential Monadic (1 cell)	5	47

And the Winner is... OPTION B!



Option B performed strongly in both Appeal & Credibility

- Option B consistently rose to the top of the pack on most measures tested in both studies. The “GutCheck” text and the style of chat bubbles were both viewed as appealing
- However, it’s worth noting that among GutCheck employees there wasn’t a strong brand fit – most likely because the thin gray text is much different than the current gray and red text that is a tad bulkier

GutCheck Community



GutCheck Employees



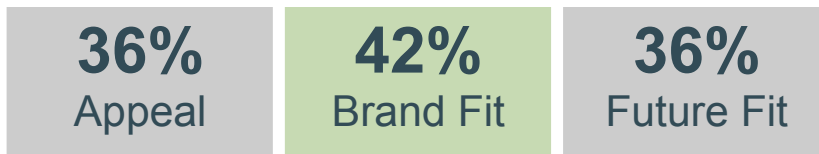
And in 2nd place... OPTION D!



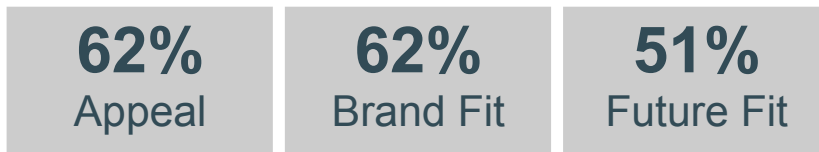
Although this didn't score as high as Option B, it still outperformed the current logo and is worth consideration

Note: The current logo scored middle of the pack on most metrics. B & D were consistently higher than the original, and A&C were consistently lower.

GutCheck Community



GutCheck Employees



Scorecard: Concept vs. Original Comparison

GutCheck Community

Scorecard: Concept vs. Original Comparison				
Rank	Concept Name	Appeal	Brand Fit	Future Fit
	<i>Concepts sorted in descending order of Appeal</i>	T2B	T2B	T2B
1	Option B	57%	43%	37%
2	Original	51%	35%	32%
3	Option C	47%	34%	30%
4	Option D	45%	42%	36%
5	Option A	44%	38%	28%
	90% Significance Above the Mean	59%	43%	40%
	80% Significance Above the Mean	57%	41%	38%
	Original	51%	35%	32%
	80% Significance Below the Mean	45%	29%	26%
	90% Significance Below the Mean	43%	27%	24%

Scorecard: Concept vs. Original Comparison

GutCheck Employees

Scorecard: Concept vs. Original Comparison				
Rank	Concept Name	Appeal	Brand Fit	Future Fit
	<i>Concepts sorted in descending order of Appeal</i>	T2B	T2B	T2B
1	Option B	70%	49%	53%
2	Option D	62%	62%	51%
3	Option A	53%	47%	47%
4	Original	53%	64%	51%
5	Option C	36%	19%	21%
	90% Significance Above the Mean	65%	76%	63%
	80% Significance Above the Mean	62%	73%	60%
	Original	53%	64%	51%
	80% Significance Below the Mean	44%	55%	42%
	90% Significance Below the Mean	41%	52%	39%

Scorecard: Concept vs. Concept Comparison

GutCheck Community

Scorecard: Concept vs. Concept Comparison					
Metric	Option B	Original	Option C	Option D	Option A
	A	B	C	D	E
T2BAppeal	57% ^{de}	51%	47%	45%	44%
T2BBrand Fit	43%	35%	34%	42%	38%
T2BFuture Fit	37%	32%	30%	36%	28%

Lower case letter: 90% significance
Upper case letter: 95% significance

Scorecard: Concept vs. Concept Comparison

GutCheck Employees






Scorecard: Concept vs. Concept Comparison					
Metric	Option B	Option D	Option A	Original	Option C
	A	B	C	D	E
T2BAppeal	70% ^{cdE}	62% ^E	53% ^e	53% ^e	36%
T2BBrand Fit	49% ^E	62% ^E	47% ^E	64% ^{cE}	19%
T2BFuture Fit	53% ^E	51% ^E	47% ^E	51% ^E	21%

APPEAL RANKING QUESTION

GutCheck Community



Please rank the logos you have just seen in order of appeal (1- most favorite. 5-least favorite)






Concept Image	Concept Name	Score (T2B)
	Option B	53%
	Option D	49%
	Original	39%
	Option C	33%
	Option A	26%

APPEAL RANKING QUESTION

GutCheck Employees








Please rank the logos you have just seen in order of appeal (1- most favorite. 5-least favorite)

Concept Image	Concept Name	Score (T2B)
	Option B	55%
	Option D	47%
	Original	43%
	Option A	36%
	Option C	19%

CREDIBILITY RANKING QUESTION

GutCheck Community






Please rank the logos you have just seen in order of credibility (1- most credible. 5-least credible)

Concept Image	Concept Name	Score (T2B)
	Option B	47%
	Option D	47%
	Original	40%
	Option C	36%
	Option A	30%

CREDIBILITY RANKING QUESTION

GutCheck Employees

Please rank the logos you have just seen in order of credibility (1- most credible. 5-least credible)

Concept Image	Concept Name	Score (T2B)
	Original	55%
	Option B	51%
	Option D	40%
	Option A	30%
	Option C	23%