

## Case Study

# Brand communication for a detergent powder

### Marketing Challenge:

The Eye tracking tool helps Clients, Marketing Managers, Ad Agencies and Researchers to better understand the advertisement prior to the launch

Majestic MRSS had conducted a customised Pre-testing research for famous detergent brand where performance of print advertisement (Hindi / Kanada) was done by analyzing respondent's level of attention, brand linkage, where respondents look at and which parts of the ad they ignore.

### MMRSS' Approach:

Combines an unbiased exposure with traditional visual test

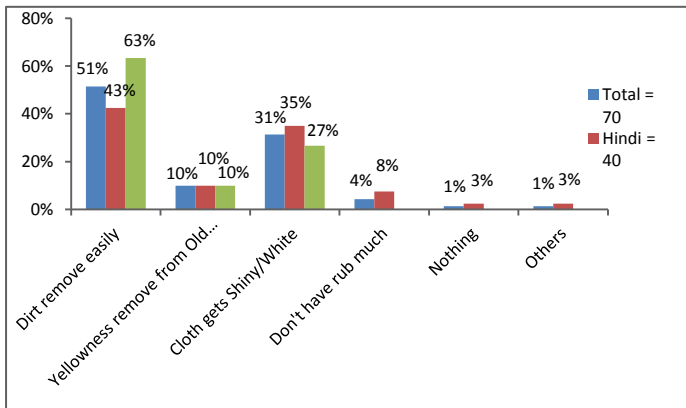


In a study to understand the audience response to media advertisement, advertisement was tested amongst 70 males and females, SEC A & B in the age bracket of 30-55. By breaking down the ad's flow of Attention and flow of Emotion we identified weak spots within ad to improve performance.

### Results:

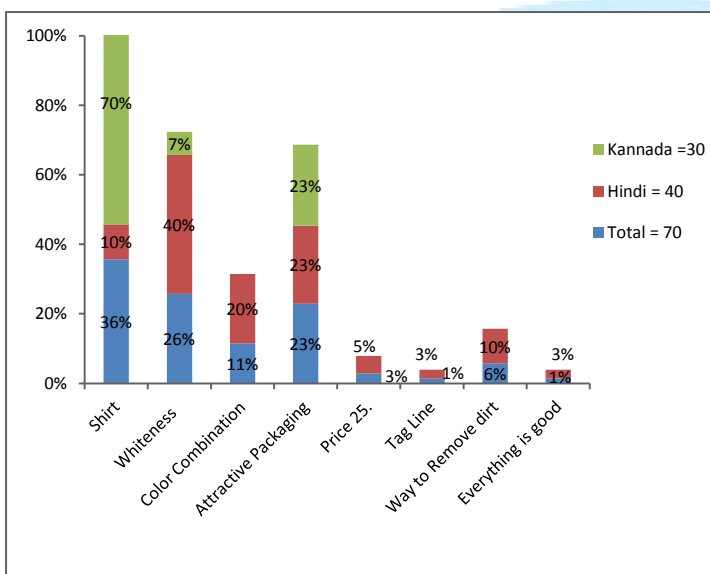
One of the analysis came out which could have impacted negatively for the advertisement where 26% respondents perceived the hands used in advertisement to be male hands and disliked the ideas of Indian males washing clothes. 50% of respondents felt that the dirt, or half clean shirt or yellow color didn't appeal to them.

### Elements in the advertisement catch attention



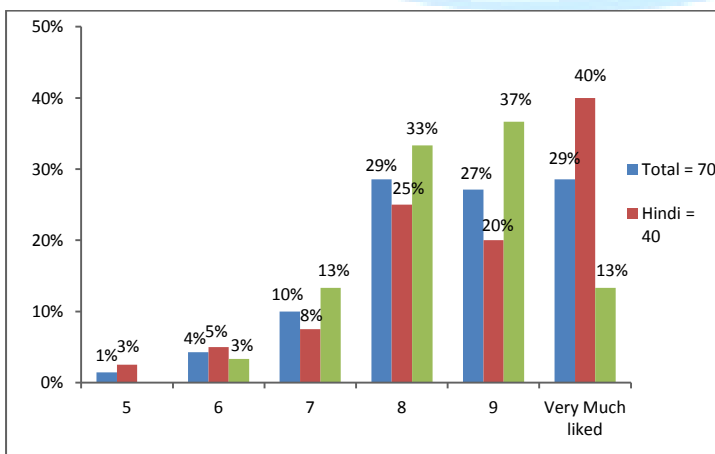
We pulled out the key moments like whiteness of Shirt followed by the packaging of the product which was not only liked by maximum respondents.

### Like about this ad



40 % of Hindi respondents found that the advertisement was creative but practical however they could more relate to old name than new one. We also analyzed how much they remembered the ad and what did they interpreted of it.

### Overall Rating to the ad



## **Result/Outcome of the study**

Overall Ad was highly successful in conveying 2 standard messages:

- Company has given an attractive look to its new packaging.

Removal of yellowish layers also created impact on respondents mind as it clearly conveyed that it has capability and strength to remove dirt.

- By using detergent old shirt will get transformed into a new shirt
- Whereas message behind shirt and hands remains faint

## **How was the Result/Outcome of the study beneficial for the Client**

The use of eye tracking enabled the client to detect hot spots in the different advertisements that attracted the most eyeballs. They were able to fine tune this breakout by males, females, SEC and in different age brackets and to select the most appropriate advertisement for their target audience.

## **Steps taken by the client post the result or outcome shared with the client**

The advertisement was modified to get better attention of target audience. The highest eye catching spots were highlighted while the ones which gave negative impact were modified.

## **About Majestic MRSS:**

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit [www.mmrss.com](http://www.mmrss.com)

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