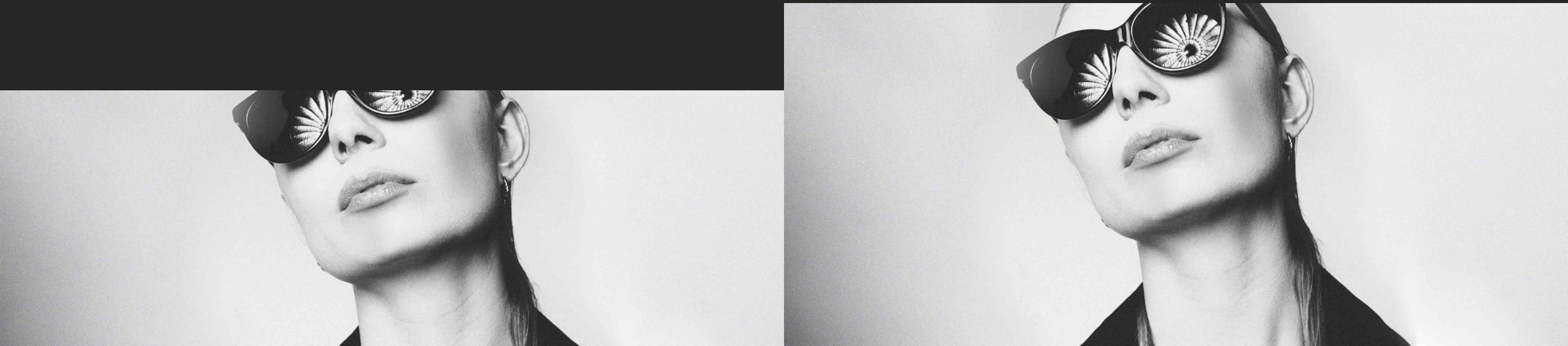


Zeitgeist Research

Ad Concept & Creative Testing Z-IQ

Case Study

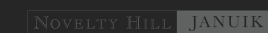
ZEIT GEIST
RESEARCH



B2C and B2B

We don't like to brag... but you should know that the **most trusted brands** in the industry have chosen us.

About 60% of our business is B2C and 40% B2B.



01

THE PROJECT

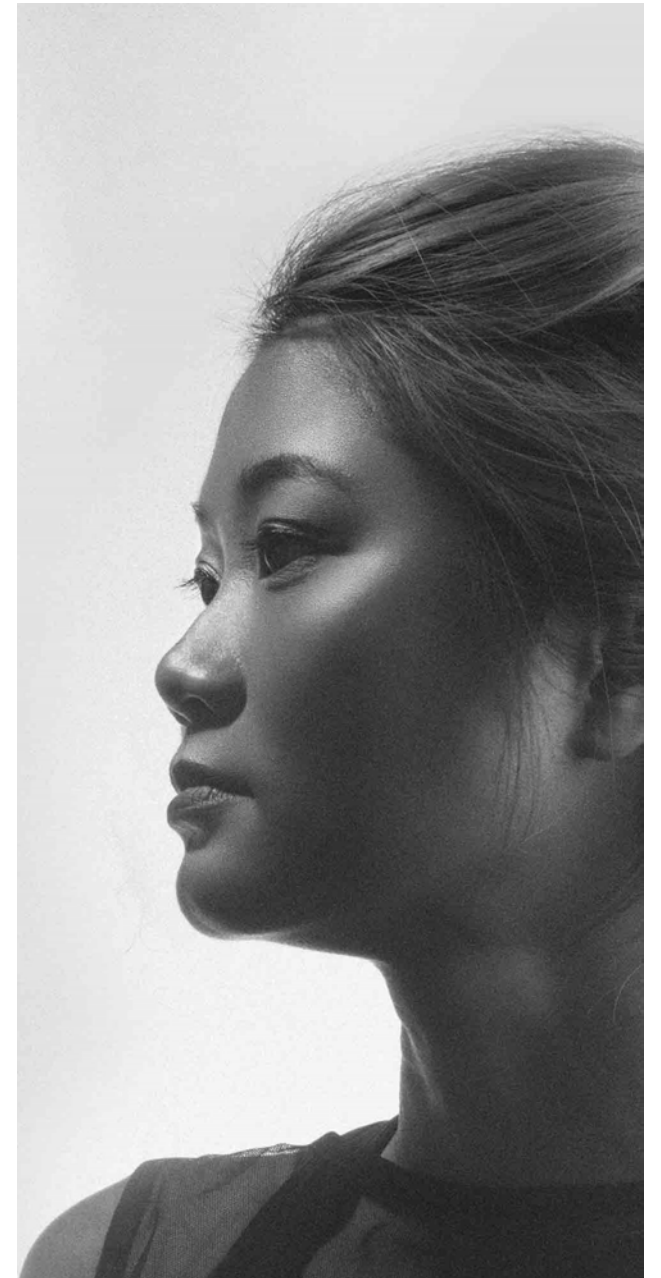
Our Client + Key Challenge

Apparel Brand

Our client, a well-established apparel brand, was in the process of launching a performance-orientated sub-brand. While our client has considerable experience, this was a new category to the brand.

Key Challenge

Our client has a well-earned reputation in the basics and denim apparel categories but limited creditability in the performance category. The brand asked Zeitgeist Research to help identify the right concept for a campaign to successfully launch their new sub-brand.



Approach

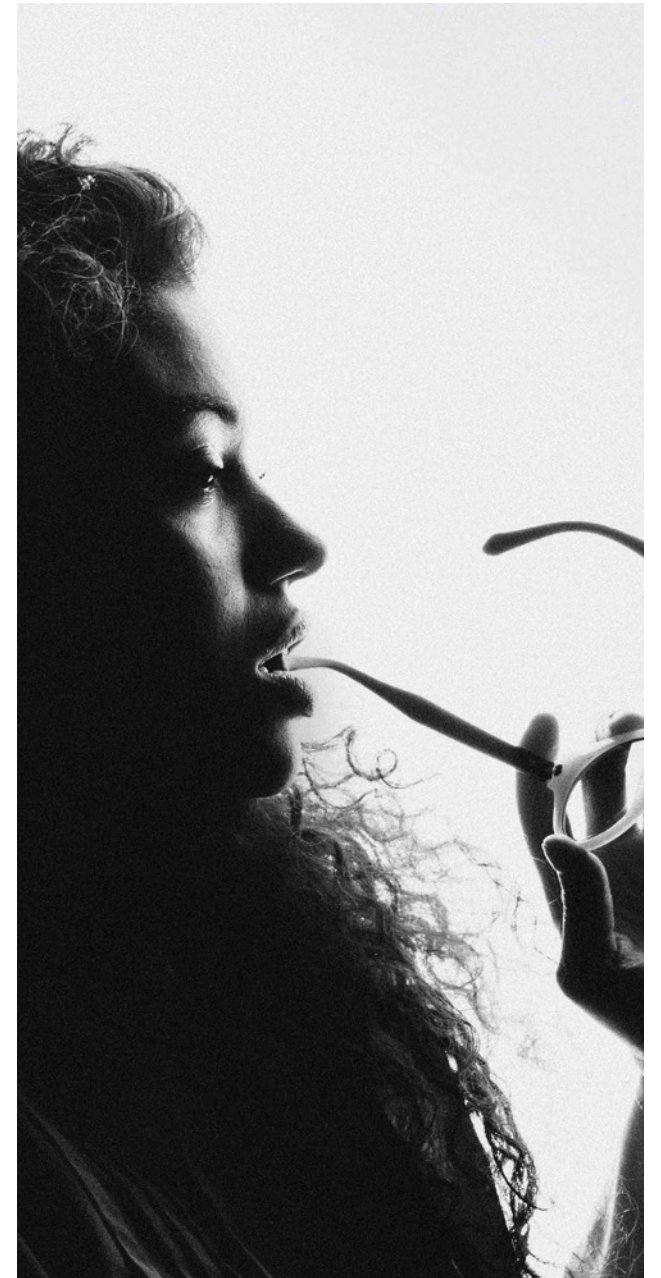
Agile Qualitative Sprints

As is often the case, research is often the last one invited to the party. The new line of apparel was already being produced and the planned launch was only months away. The brand's creative agency needed to start developing a campaign ASAP but was unsure where to start.

Without time for traditional focus groups or an online survey and insights needed yesterday, we implemented a series of In-Depth Interviews (IDIs) in an Agile Sprint format to quickly provide feedback on ad concepts in only 1 week.

We scheduled 3 Sprints, each Sprint comprised of 10 brief (15 min) IDIs on a single day. We tested a set of concepts in the first Sprint and then held a working session with the creative team at the end of the day to provide feedback on each concept. Following the first Sprint on a Monday, the creative team spent Tuesday reworking some concepts, throwing some away and creating new concepts for testing in Wednesday's Sprint number 2.

We repeated this Research-Refine process a total of 3 times, allowing the creative team to continuously examine and refine their concepts based on consumer feedback and land on a final concept at the end of 1 week.



Our Findings



Brand Imagery Fit

Performance apparel buyers associated our client's competitors with extreme outdoor activities (The North Face) and team sports (Under Armour). Their brand was most closely associated with individual performance-oriented activities such as yoga, weight training and running.

Our Client —



The North Face —

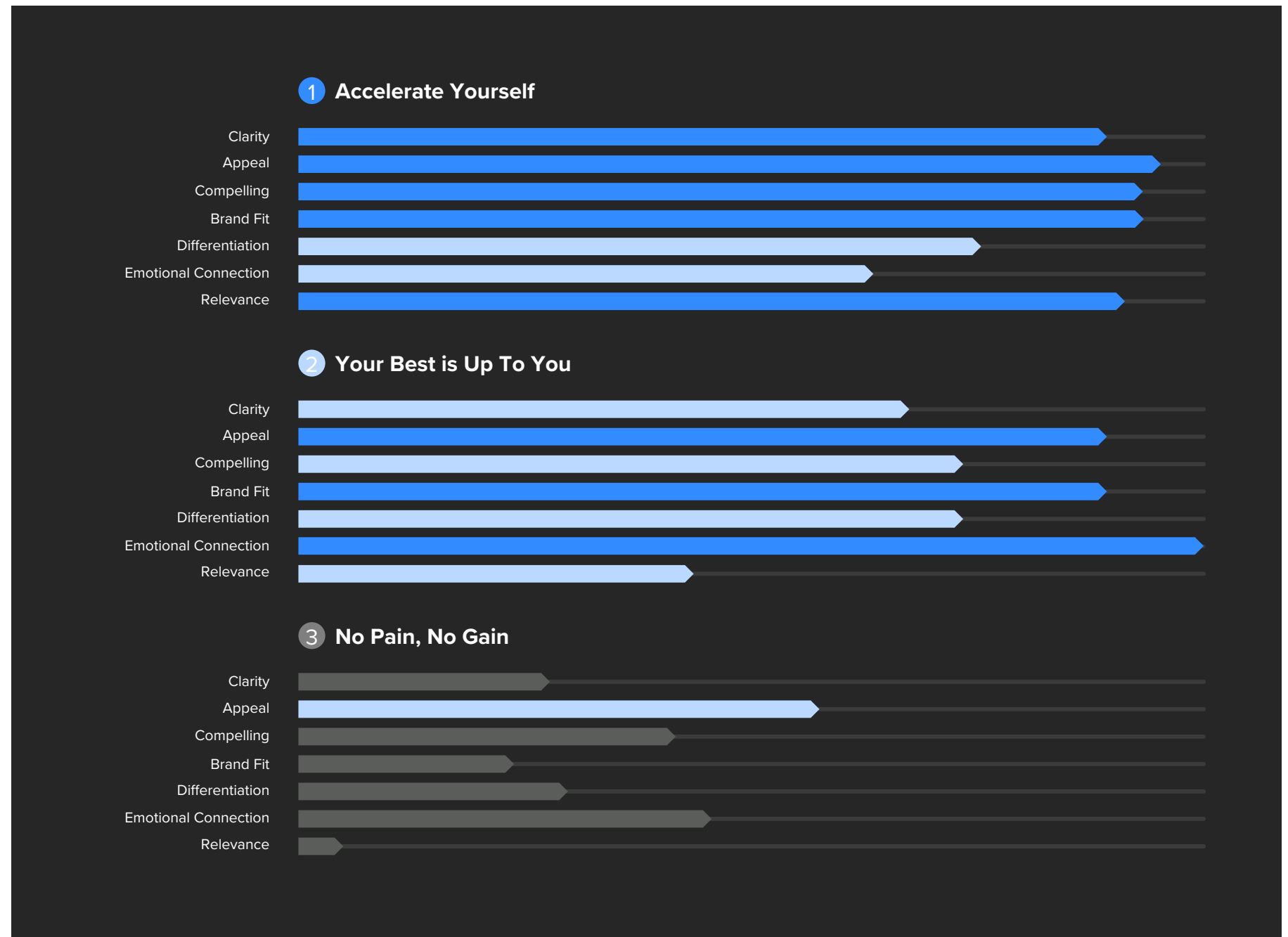


Under Armour —



Concept Performance

Ad concepts that highlighted performance and self-improvement best resonated with performance apparel buyers. Those focused on the negative aspects of working out (pain, discomfort) were far less appealing.



Concept Performance

At the end of each sprint, we conducted a working session with the creative team to assess the top performing concepts on key metrics. The creative team would then use these insights to refine concepts and create new ones for the next sprint.

| 1 | | |
|----------------------|--|--|
| ATTRIBUTE | | ACCELERATE YOURSELF |
| Clarity | | Participants easily understood the concept and the message was clear. |
| Appeal | | Performance apparel buyers are interested in improving their physical performance, making this concept very appealing. |
| Compelling | | The call to action is very clear to performance apparel buyers. |
| Brand Fit | | The idea of individual performance (as opposed to team or extreme sports) fits strongly with the brand. |
| Differentiation | | While the concept is well received, apparel buyers believe there are other brands with a similar message. |
| Emotional Connection | | Participants found the message appealing, but felt the concept lacked the more visceral responses of the “No Pain-No Gain” concept |
| Relevance | | Accelerate Yourself is very much in line with how performance apparel buyers live their lives, constantly striving to improve on yesterday’s performance and reach the next goal |

Our Recommendation

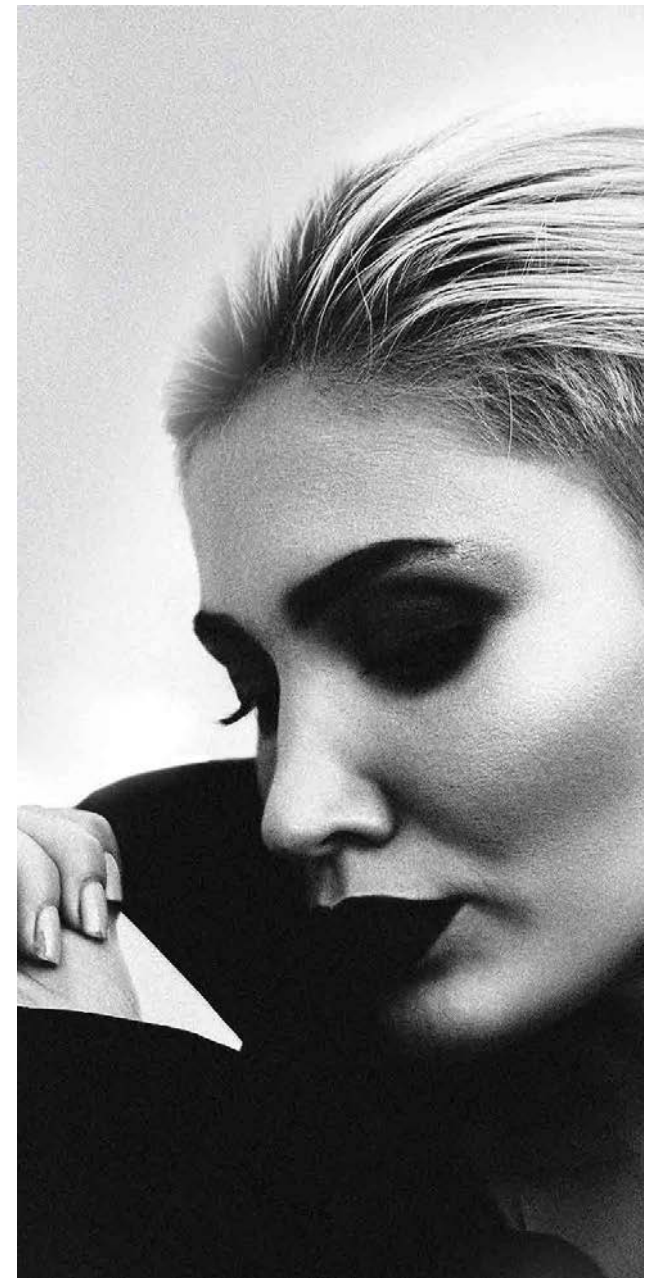


Our Recommendation

Appeal to Individual Performance

Through a series of 3 Sprints, we found the concept of improving individual performance strongly resonated with performance apparel buyers. We worked with the creative team to refine that idea over the course of our week together and landed on a concept that the brand felt comfortable with.

Using this Agile methodology, we were able to squeeze a traditional 6-8 week research timeline into a single week, providing the brand and its creative team sufficient time to develop a winning advertising campaign based on the winning concept.



02

ZEITGEIST RESEARCH

WHO WE ARE.

The Company

Zeitgeist Research is a virtual, boutique, full-service research company working with Fortune 500 companies, ad agencies, and start ups.

Zeitgeist Research works with clients from a wide range of backgrounds, about half of all projects are B2B and half are B2C.

The Founder

The company was founded in 2012 by Dr. Manfred Bluemel, Ph.D., who was head of consumer insights at [Amazon](#) for eight years where He was inspired by Jeff Bezos' philosophy of customer obsession. And it shows: Zeitgeist's current NPS is 92!

The Z-Team

Other Z-Leaders are Dr. Bill Sallas, Ph.D., our behavioral psychologist leading the qualitative team and Kelley Raleigh, former Director of Insights at Samsung, Dannon, and PepsiCo and head of the quantitative research team at Zeitgeist.

WHY WORK WITH US?

Experience

All your research projects are managed by senior research professionals who each have **10+ years** of experience.

As a result, our reports are strategic and tell a story.

Quality

Our customer obsession and relentless feedback loop as well as our strategic reports have earned us an **NPS of 92**, reflecting the quality and service level we deliver.

Fast

If you need results in days, not weeks, our Basic or Accelerated research solutions are your answer.

Fully customizable Bespoke projects can be turned around in three weeks.

Innovative

We provide several advanced methodologies, from advanced analytics to neuro-science, for you to choose from that fit your budget.

Variety of Research Solutions

Our full-service Research Solutions offer products and approaches at every price level and sophistication.

Affordable

We deliver high-quality research at a fraction of the price with full cost transparency.

There are no games at Zeitgeist Research. Our detailed line-by-line item pricing, allows you to scale the project up or down to fit your budget.

TYPE OF RE- SEARCH

Advertising

- Ad Concept Testing
- Ad Creative/Copy Testing
- Ad Effectiveness
- Message Testing

Brand

- Awareness, Attitudes, and Usage (AA&U)
- Brand Tracking
- Positioning
- Personas
- Segmentation
- Value Proposition

Acquisition and Retention

- Customer Satisfaction
- Decision Journey/Path-to-Purchase
- Logo Testing
- Name Testing
- Packaging
- Product Concept
- Target Market Sizing and Definition
- Win/Loss Analysis

Employee Surveys

- Employee Satisfaction
- Discrimination Assessment

METHO- DOLOGY

Qualitative

- Focus Groups
- In-Depth Interviews (IDIs)
- Online Bulletin Boards
- Shop-Alongs
- Intercepts
- Ethnography
- Eye Tracking

Qual. Neuro-response

- Facial Coding

Quantitative

- Online Surveys
- Phone Surveys

Advanced Analytics

- NLP Sentiment Analysis
- Key Driver Analysis/Regressions
- MaxDiff
- TURF
- Conjoint, etc.

Quant. Neuro-response

- Intuitive Associations



ZEIT **GEIST**
R E S E A R C H

Thanks for taking the time to learn more about Zeitgeist Research.

Stop Guessing. Contact Us.

info@zeitgeistresearch.com