Claims & Concept Testing

FOR A GLOBAL HEALTHCARE COMPANY

Conducted quantitative research across four international markets among experienced COVID-19+Flu self-test users, evaluating brand and product claims, descriptors, and a combined respiratory-test concept with packaging.

01 **A common foundation for brand claims**
Used MaxDiff to prioritize compelling brand claims, identifying a shortlist with broad relevance while preserving visibility into market differences.

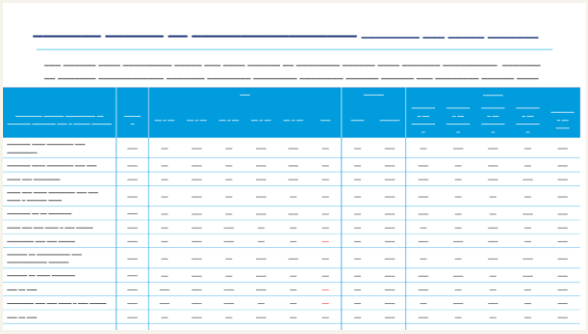
02 **Product claims tied to purchase interest**
Assessed which on-pack claims most positively influenced stated purchase interest in the combined test, guiding the product message hierarchy.

03 **Clearer language for the product offer**
Compared alternative descriptors to recommend a broadly preferred option, while highlighting differences in local terminology preferences.

04 **Packaging feedback beyond the scores**
Open-ended feedback identified strengths in communication and concerns about visual clutter and readability, informing packaging refinements.

05 **Different markets, different launch needs**
Compared concept appeal, believability, differentiation, and purchase intent to identify receptive markets and those needing additional support.

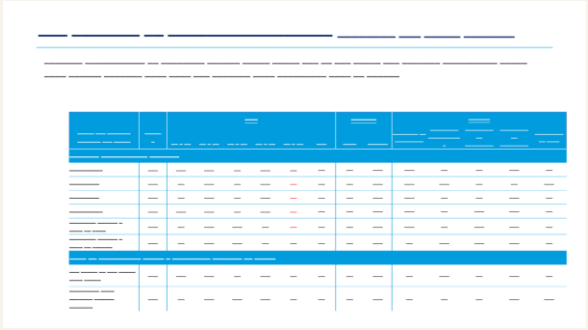
REPORT EXCERPTS



Product-claim diagnostics



Packaging feedback and refinements



Concept performance by audience

RENEGAR CONSULTING

Client identity and proprietary content removed