Messaging Strategy & Testing

FOR A NATIONAL COMMODITY BOARD

Tested nine messages across taste/flavor, versatility, and health benefits with food and cooking enthusiasts. Paired head-to-head choices with open-ended feedback to guide messaging priorities and refinement.

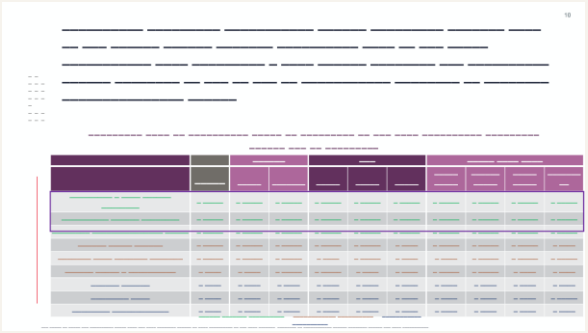
01 **A clear hierarchy of message appeal**
Identified the strongest themes and individual statements for encouraging greater consumption, giving the client a basis for prioritizing communications.

02 **Broad appeal with audience nuances**
Compared results by age, gender, and usage level. A consistent leading theme supported a shared direction, while differences informed audience-specific emphasis.

03 **Persuasion depended on credibility**
Open-ended feedback revealed where appealing promises prompted skepticism, highlighting opportunities for supporting evidence and more grounded wording.

04 **Practical examples made benefits tangible**
Feedback exposed unfamiliar applications and vague claims, pointing to clearer examples and relatable uses as ways to strengthen message execution.

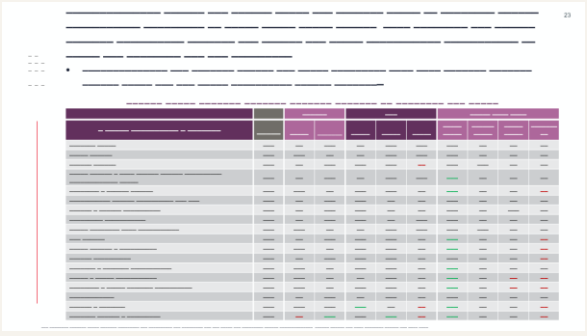
REPORT EXCERPTS



Message performance by audience



Consumer feedback and refinements



Audience needs and attitudes

RENEGAR CONSULTING

Client identity and proprietary content removed