Deep Insights at Every Step of the Journey

A masked case study that showcases how our best-in-class methodologies guide the development of communication for a prominent brand in the petcare category.

....

The Challenge

🐾 **Unearth new terrain**
The brand is seeking exploratory, foundational research that defines the psychological landscape to help **identify white space and unearth strategic opportunities within the cat treat space.**

🐾 **Choose a direction**
Next, the brand seeks to build upon the foundational research with early-stage testing that helps them **develop ideas and determine the best direction to move forward in**

🐾 **Optimize for launch**
Nest, the brand wants to engage in late-stage testing to **refine communications and select the best executions** before hitting the market

🐾 **Track progress**
Ongoing tracking will help the brand see how the campaign has changed unconscious perceptions of the brand in the marketplace

The Methodology

ZMET® Our **patented** and **pioneered** methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind.** We leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making.**

IAT Implicit Association Tests (IAT) is the best in class methodology to **quantify** the **strength of associations** between a **brand and key drivers**

Phase **1**
Unearth new terrain
Foundational ZMET research on cat ownership

ZMET®

Phase **2**
Choose a direction
Qualitative assessment of first iteration of animatics

ZMET®   IAT

Phase **3**
Optimize for launch
Qual/quant assessment of second iteration of animatics

ZMET®   IAT

Phase **4**
Track Progress
Tracking impact of finalized ads on brand perception

IAT

The Impact

Through deep exploration, we were able to understand the key emotional drivers of the target consumer and furthermore, we were able to understand WHY a concept worked or didn't work. We were able to help the brand prevent damaging the equity of the parent brand and also made sure Brand X told the right story to be perceived in the right way.

After six months of intensive advertising, we found a **significant improvement** in **brand perception** over the pre-rollout benchmark.

But more importantly, the characters we helped create and tested became **the faces** of not just Kitty Chews but also the **entire line of Brand X food and treats.**