

CopyVision Brite White (Sample) Study

Conducted by:



February 2003

This CopyVision test was designed to quantify the relative differences among three different executions of a new copy strategy for Brite White laundry detergent to assist in identifying the strengths of each execution.

Key measures in the evaluation included likeability, believability, communication of main idea, relevancy, persuasiveness and purchase intent.

CopyVision utilizes MarketVision Research's proprietary internet research panel--Viewpoint Forum. A total of 450 panelists from across the US were recruited to participate in this study. Each participant had to meet the following criteria:

- Female Primary Grocery Shopper
- Ages 18-55
- Does at least one load of laundry per month

Three different copy executions for Brite White's new aromatherapy scent were tested. Each copy execution was viewed by 150 respondents.

The survey was approximately 12 minutes in length. Each respondent answered a series of questions pertaining to laundry behaviors and usage of laundry products including Brite White and key competitors prior to viewing the test commercial. Each viewer then viewed the commercial twice (back-to-back exposures) and then completed the remainder of the survey.

Viewpoint Forum panelists are incented for their participation through an ongoing point system.

All three copy executions showed clear strengths. Copy 1 however seemed to achieve consistently higher ratings across key measures.

The new aromatherapy scent appears to be well received by consumers. All three executions increase the likelihood of purchase among consumers and positively influence current Brite White users' feelings toward the brand.

The new package animation receives high ratings among respondents. They show a stronger liking for these visuals than those used to animate the fabric.

There is no appreciable difference in the pre-post number of loads of laundry done, indicating that the new copy has no impact on the fundamental laundry patterns of each respondent.

I do a load of laundry...

Loads of Laundry Total

	Pre & Post		
	Copy 1	Copy 2	Copy 3
Do at least one load of laundry daily	8%	10%	10%
2-3 times a week	35%	32%	37%
Once a week	38%	39%	40%
2-3 times a month	14%	16%	10%
Once a month +	5%	3%	3%

Research Notes:

Respondents: Total

Base: 450 (150 per copy execution)

All three copy executions are successful at increasing the purchase propensity among respondents to increase their purchasing of Brite White. Copy 1 yields the strongest results.

Among competitive brands, Sparkle White is the most impacted.

Thinking about your next ten purchases of laundry detergent, please tell me how many of those purchases would be the following brands...

Laundry Detergent Purchasing Percentages of Total Sample

	Copy 1		Copy 2		Copy 3	
	Pre	Post	Pre	Post	Pre	Post
Brite White	20%	28%	20%	25%	23%	28%
Sparkle White	10%	5%	12%	10%	13%	9%
Ever White	15%	15%	14%	13%	17%	16%
Tidy White	30%	28%	35%	33%	29%	29%
Cheery White	25%	24%	19%	19%	18%	18%

Research Notes:

Respondents: Numbers are represented as percentages of total sample
Base: 450 (150 per copy execution)

All three executions are strong at communicating that the new aromatherapy scent is appealing.

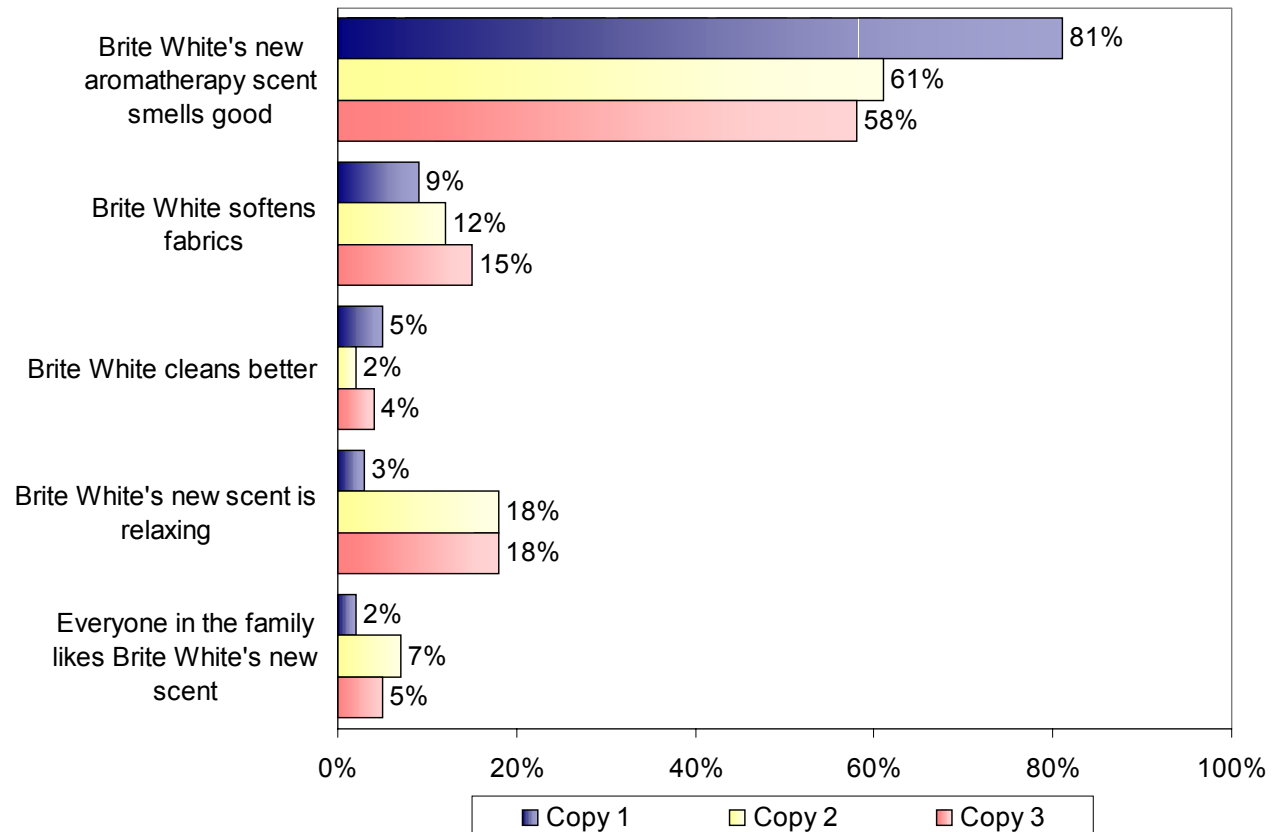
Copy 1 is significantly better than Copy 2 and Copy 3 in this regard.

Copy 2 and Copy 3 out perform Copy 1 in communicating that the new scent is relaxing.

Which of the following did you feel was the main idea the commercial was trying to get across to you? ...

Main Idea of Commercial

Total



Research Notes:

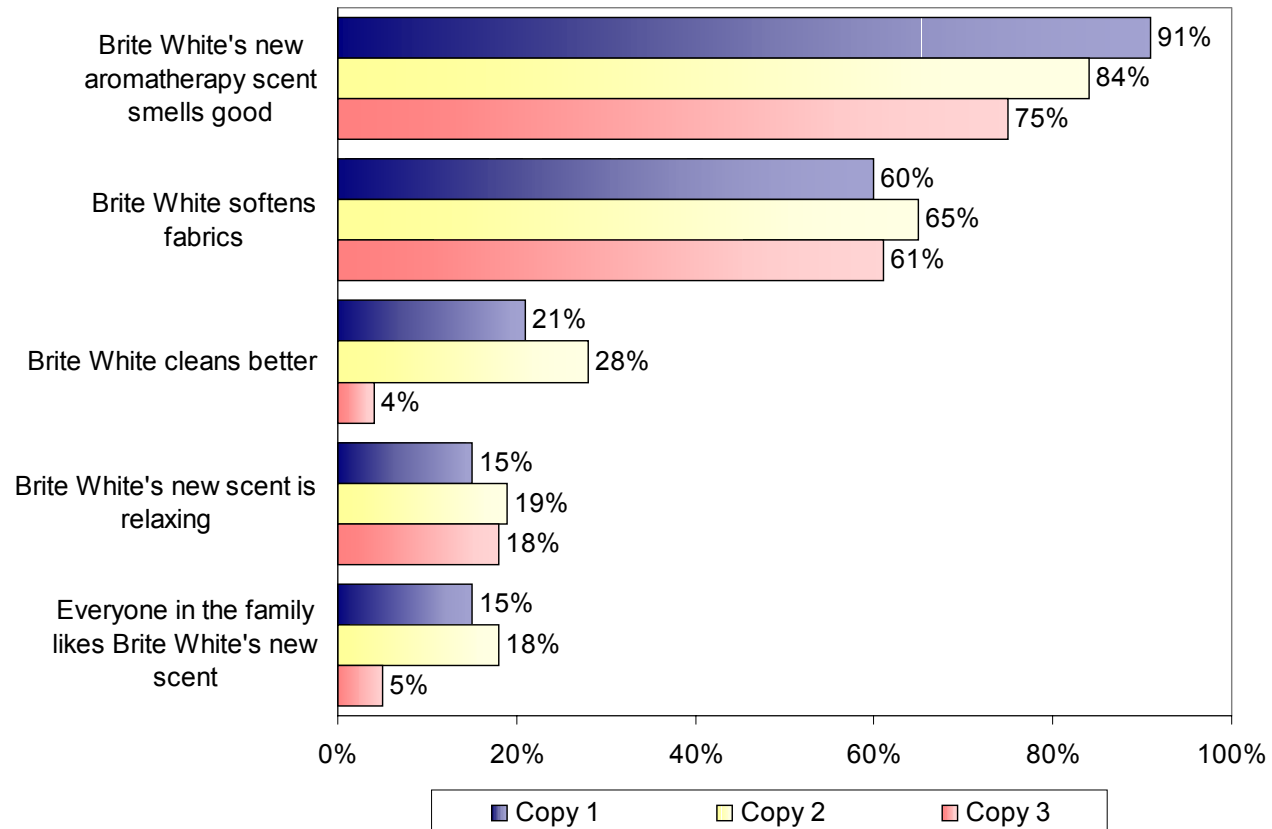
Respondents: Total

Base: 450 (150 per copy execution)

Brite White's heritage in softness continues to be supported in all three new executions.

Which of the following did you feel were also messages that the commercial was trying to get across to you?

Other Messages of Commercial Total



Research Notes:

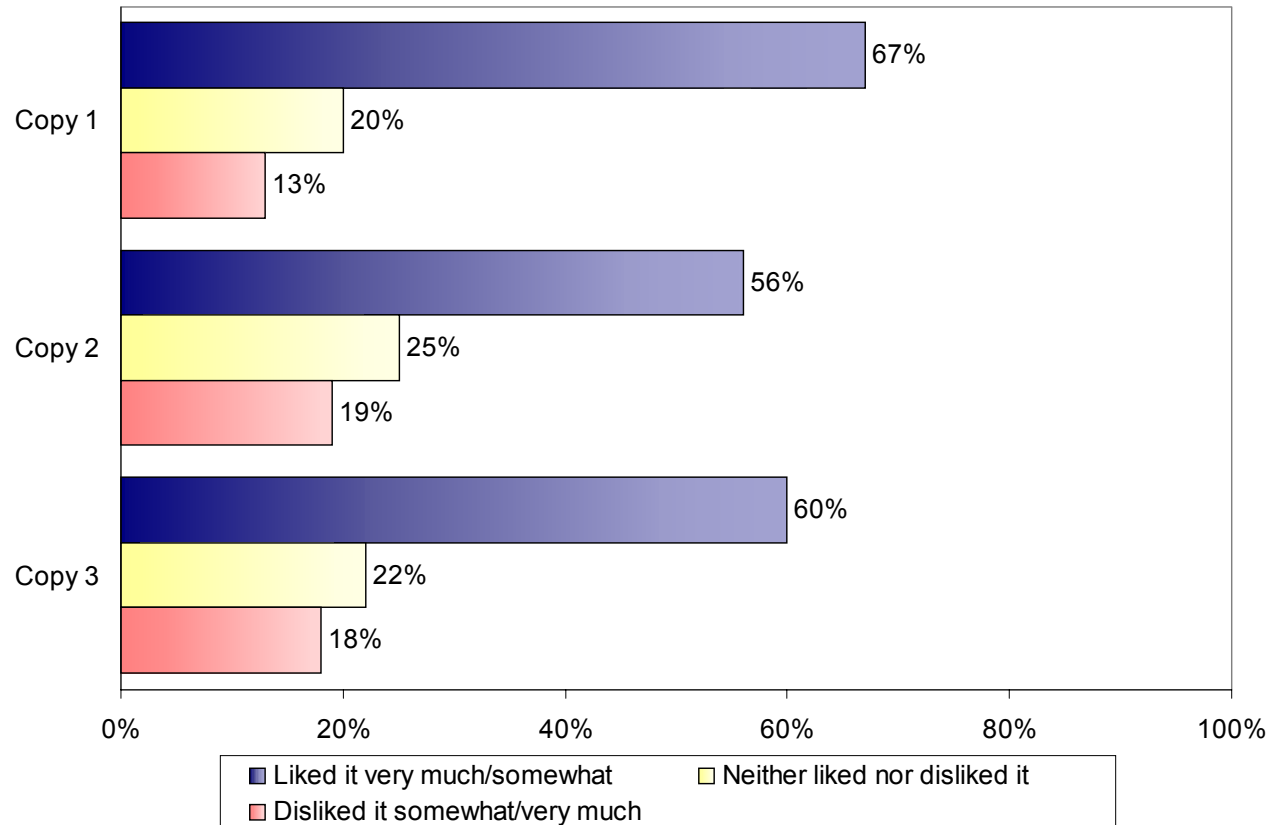
Respondents: Total

Base: 450 (150 per copy execution)

All three executions received fairly high scores on likeability. Copy 1 scored significantly higher however, than Copy 2 or Copy 3.

What is your opinion of the commercial you just saw?

Overall Opinion of Commercial Total



Research Notes:

Respondents: Total

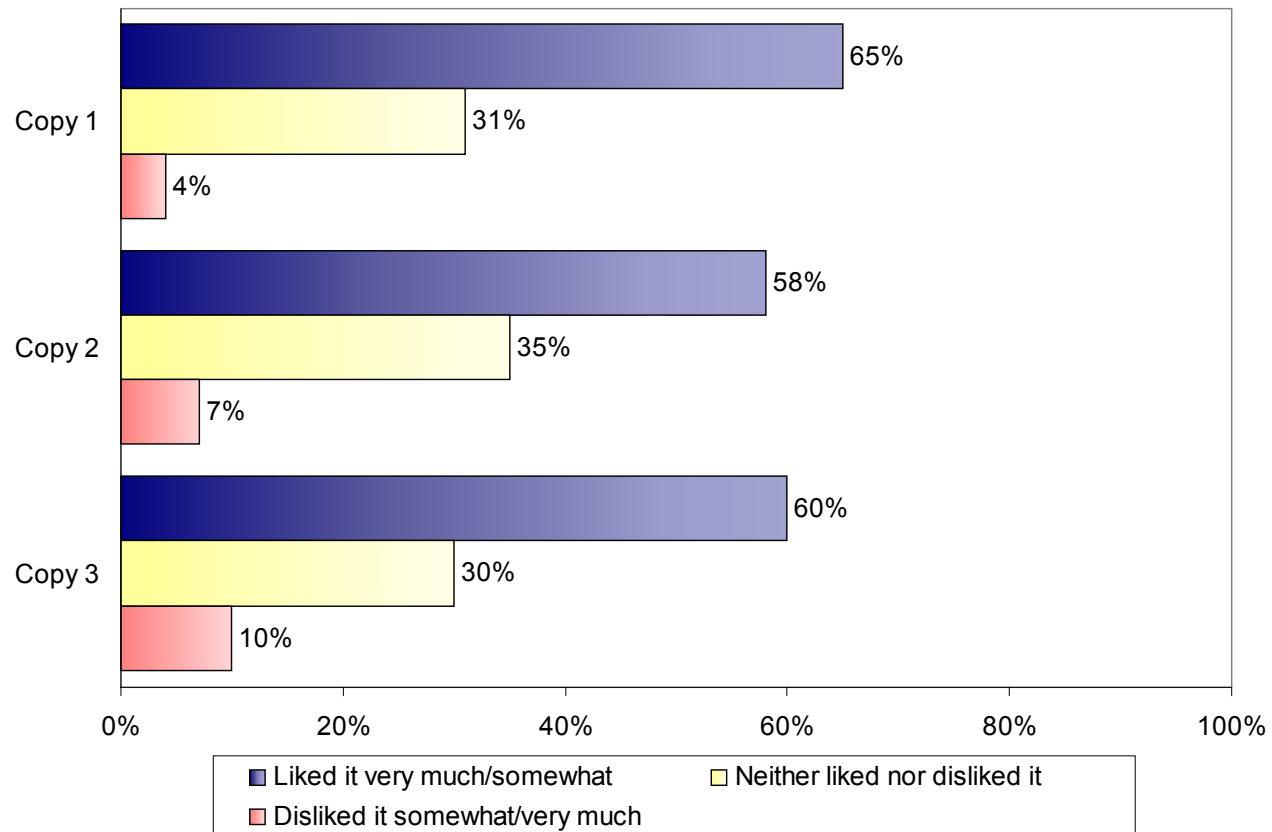
Base: 450 (150 per copy execution)

The package animation used in Copy 1 was liked significantly more than Copy 2 or Copy 3.

Please indicate how much you liked or disliked the scene or part of the commercial.

Likeability of the Package Animation

Total



Research Notes:

Respondents: Total

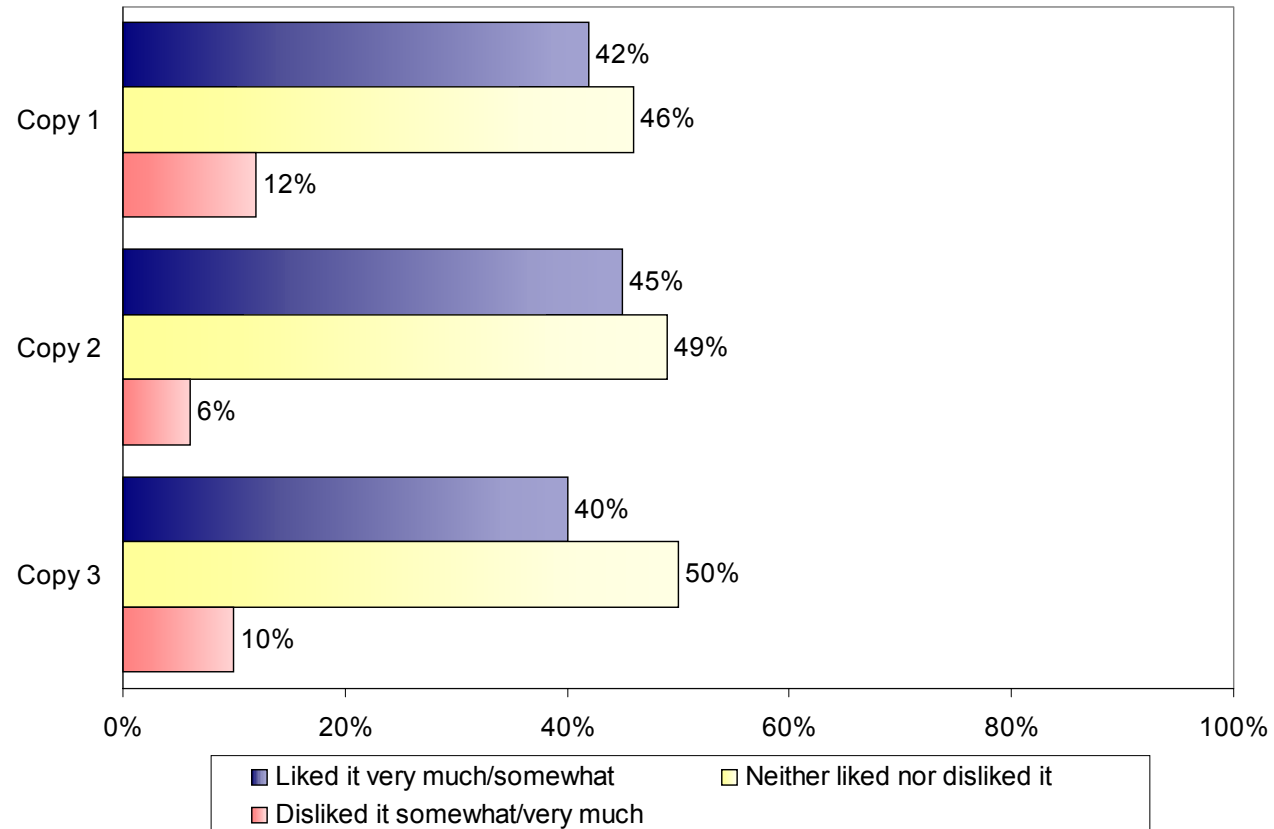
Base: 450 (150 per copy execution)

Respondents were not as fond of the animation used with the clothing as they were with the animation used for the packaging.

Across all three copy executions, the animated clothing receives similar responses.

Please indicate how much you liked or disliked the scene or part of the commercial.

Likeability of Animated Clothing Total



Research Notes:

Respondents: Total

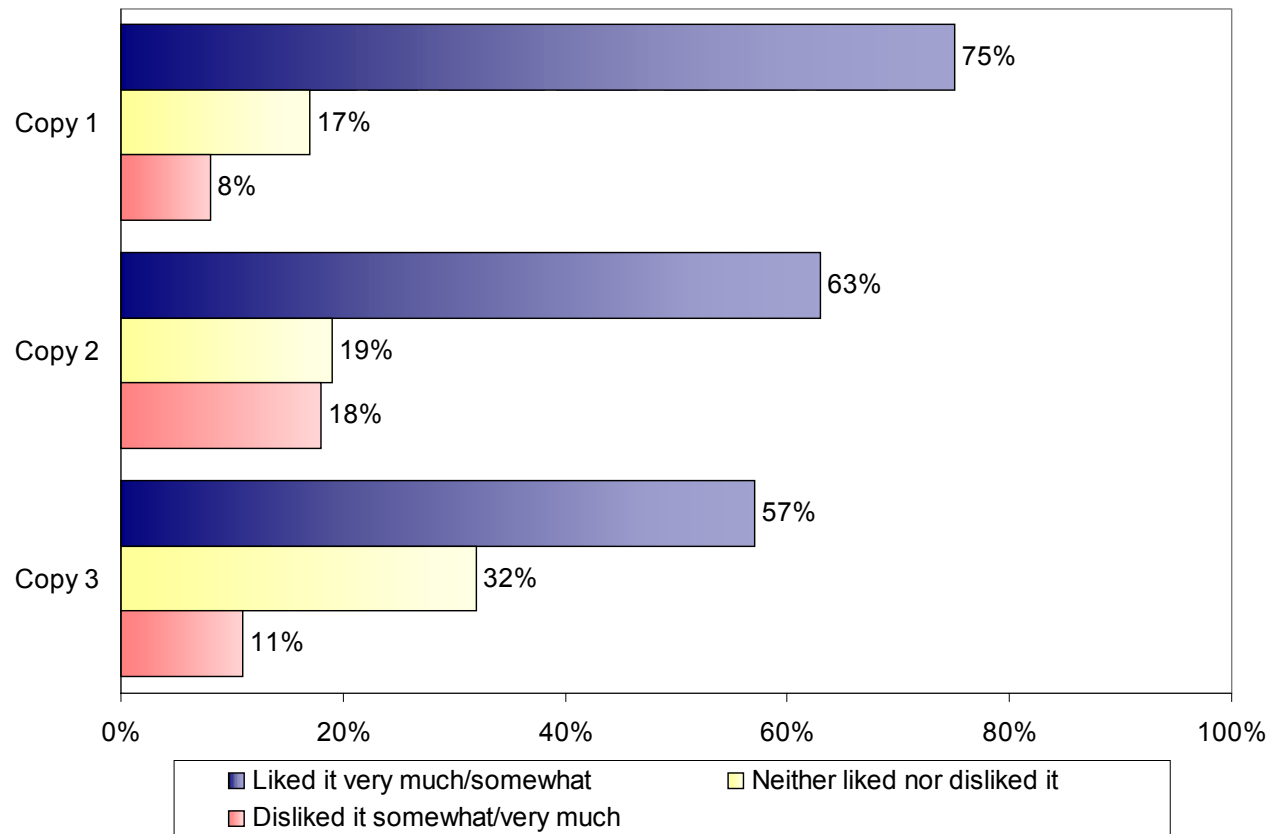
Base: 450 (150 per copy execution)

Respondents liked the interaction depicted between the mom and kids in Copy 1 more than in Copy 2 or Copy 3.

Please indicate how much you liked or disliked the scene or part of the commercial.

Likeability of Interaction Between Mom and Kids

Total



Research Notes:

Respondents: Total

Base: 450 (150 per copy execution)

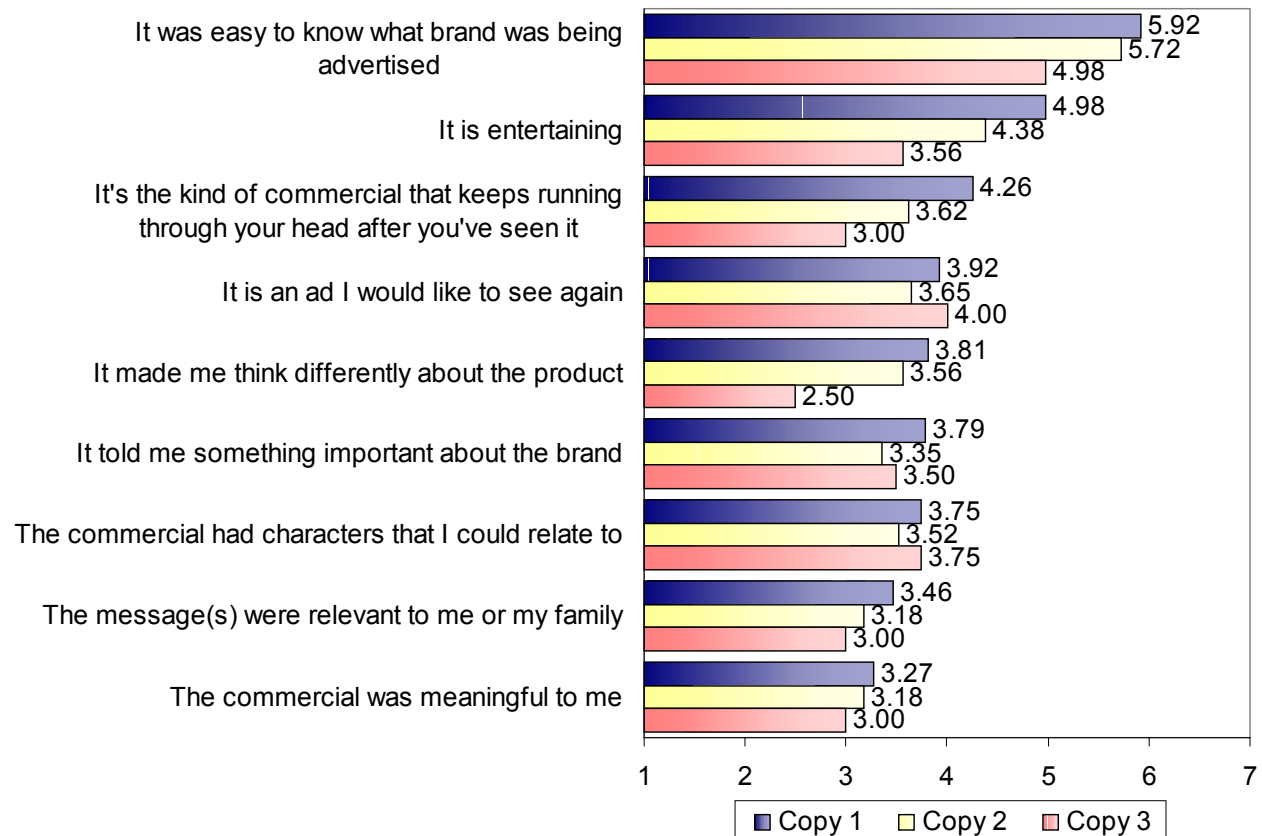
Positive Descriptive Ratings

Across all of the Positive Descriptors used by respondents, brand recognition was the strongest. Copy 1 and Copy 2 out perform Copy 3 on this measure.

The ratings for the remaining descriptors are average.

Please indicate how much you agree or disagree that these statements describe your feelings about the ad.

Positive Statements About Commercial By Mean



Research Notes:

Strongly Disagree=1; Strongly Agree=7

Respondents: Total

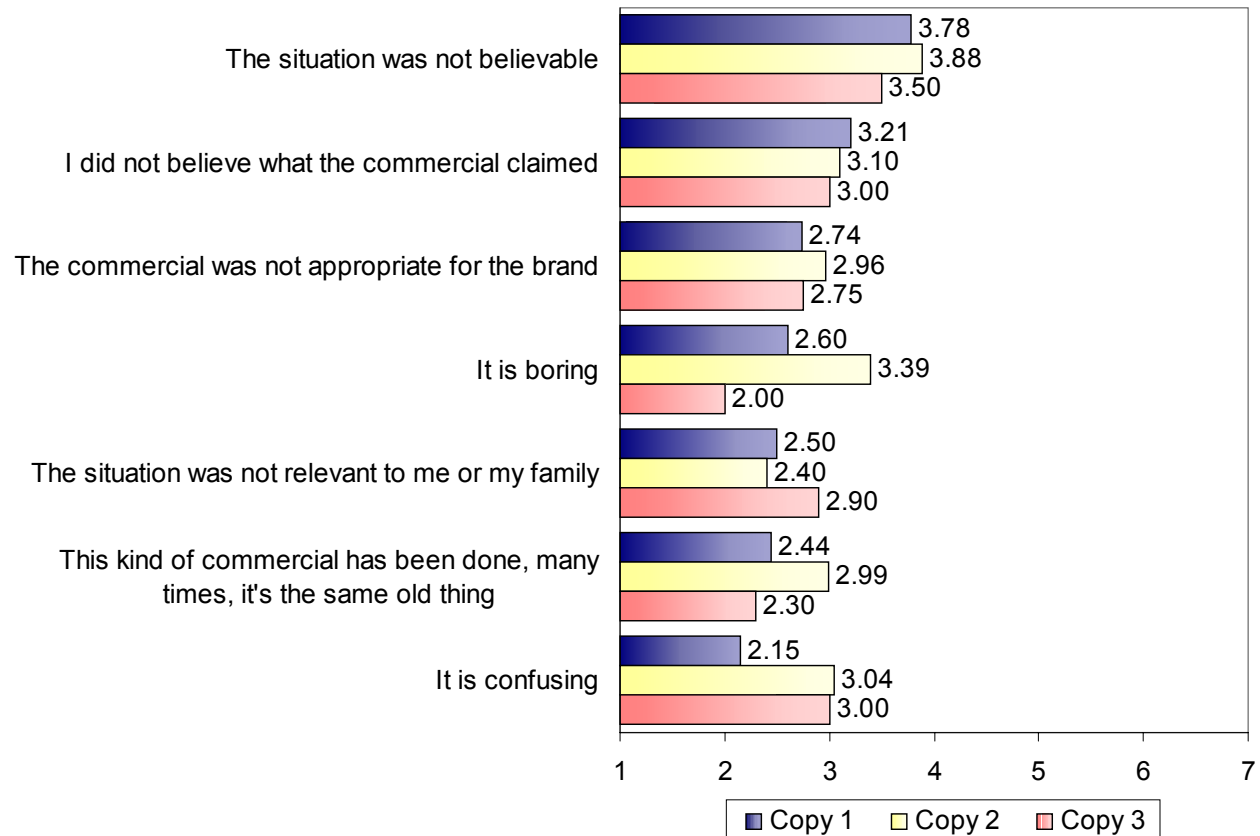
Base: 450 (150 per copy execution)

Negative Descriptive Ratings

The relatively strong ratings for Negative Descriptors indicate there is nothing offensive in any of the three executions. Respondents also find Copy 2 more boring than Copy 1 or Copy 3.

Please indicate how much you agree or disagree that these statements describe your feelings about the ad.

Negative Statements About Commercial By Mean



Research Notes:

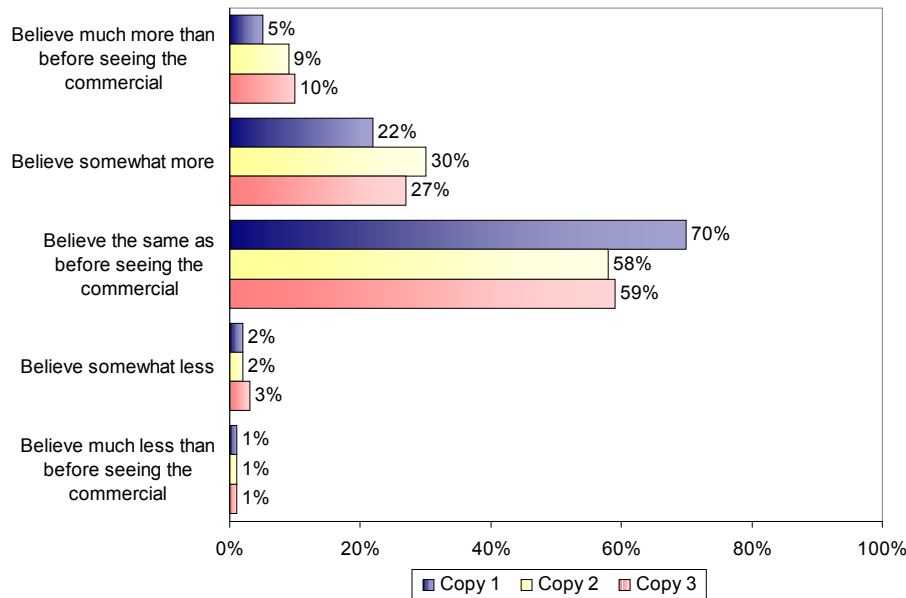
Strongly Disagree=1; Strongly Agree=7

Respondents: Total

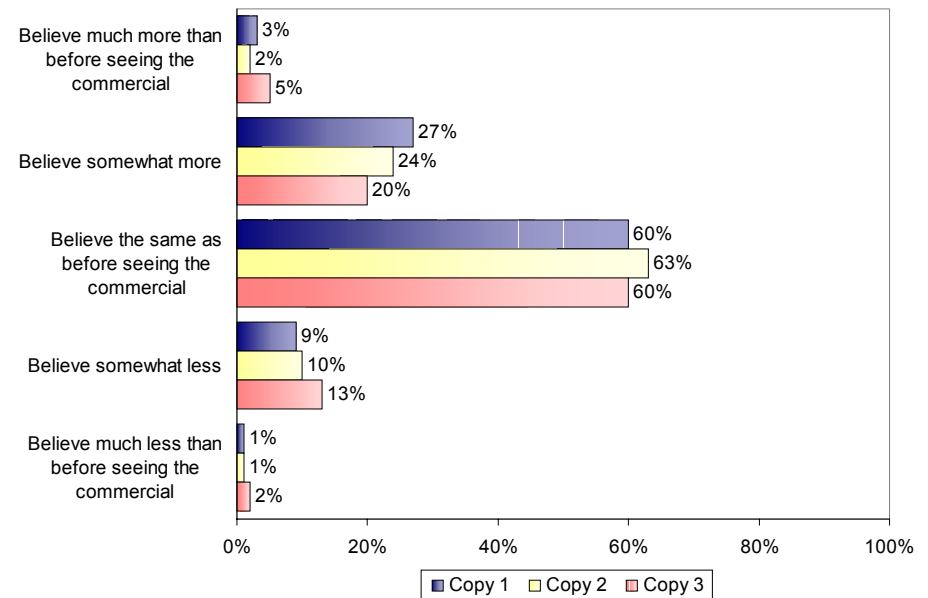
Base: 450 (150 per copy execution)

Compared to what you knew or thought of Brite White before watching the commercial, please indicate how the commercial influences what you think of Brite White on the following statements.

Cleans & Brightens Fabric



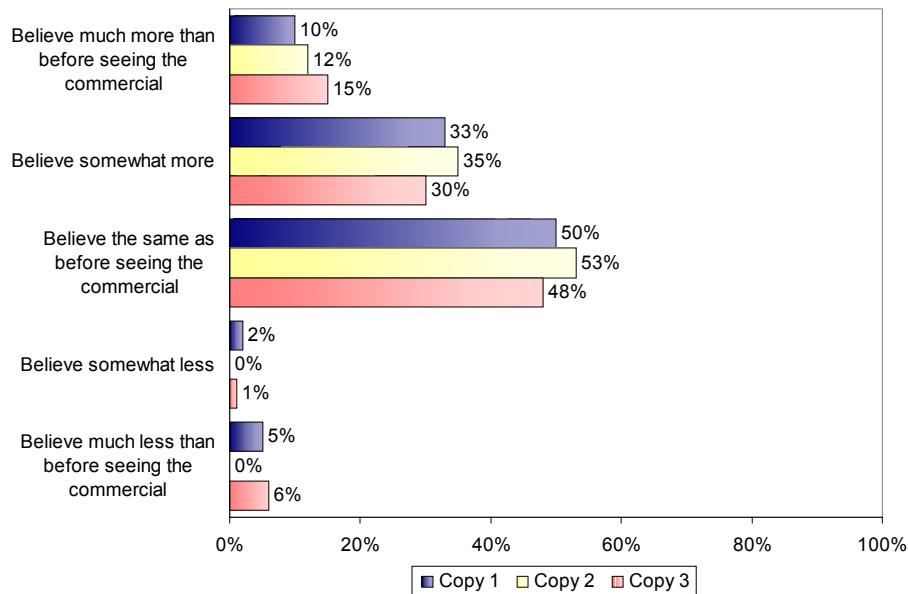
Works Better than Other Brands of Laundry Detergent



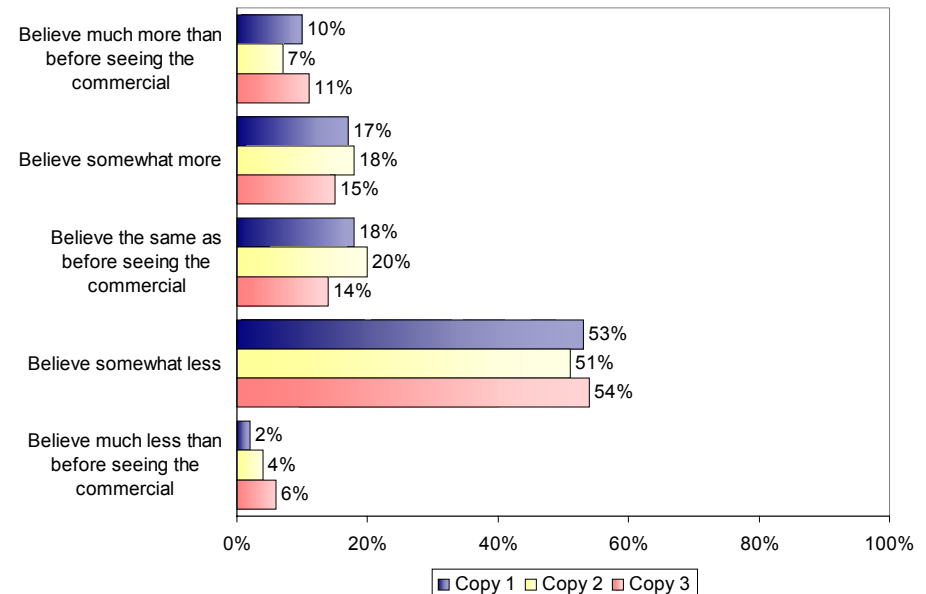
The majority of respondents do not indicate that these new ads change their feelings on Brite White's efficacy; however we do see an increase in believability of efficacy in roughly 30%.

Compared to what you knew or thought of Brite White before watching the commercial, please indicate how the commercial influences what you think of Brite White on the following statements.

Softens in Addition to Cleaning



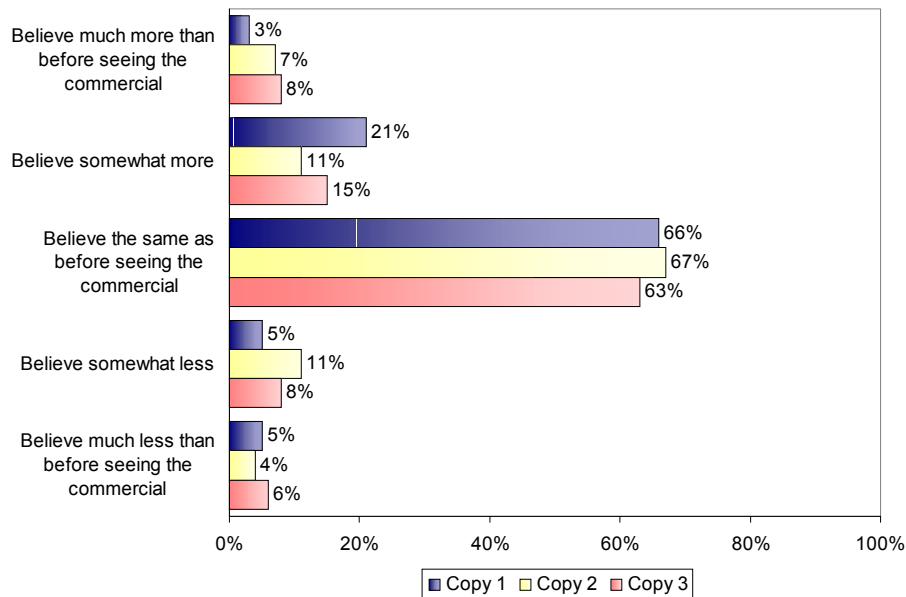
Brite White is Best Used on White Fabrics



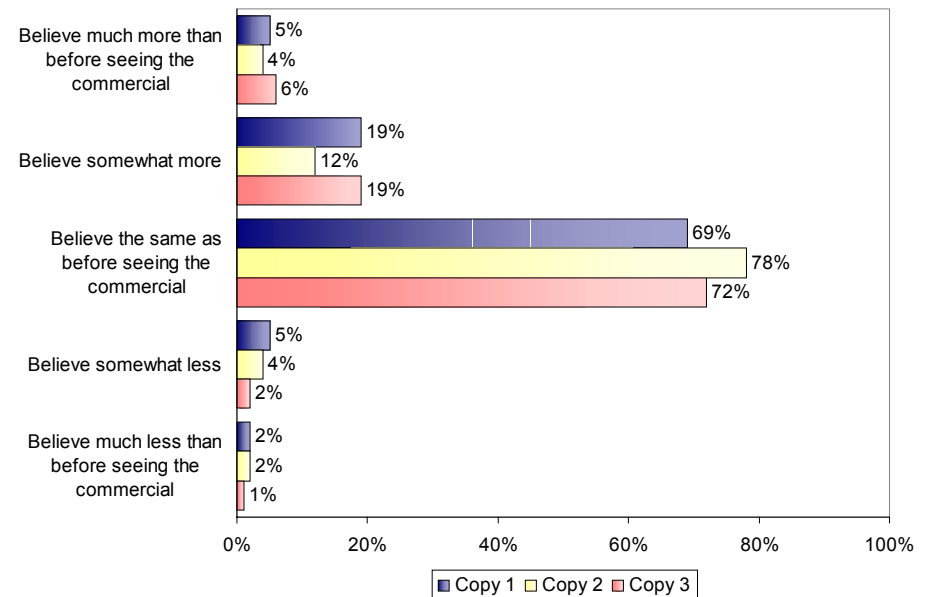
All three copy executions were somewhat more successful in communicating Brite White's ability to soften as well as clean, more so than prior respondent impressions of the brand. Also, all three executions do a good job of illustrating that Brite White can be used on all fabrics, not just whites.

Compared to what you knew or thought of Brite White before watching the commercial, please indicate how the commercial influences what you think of Brite White on the following statements.

Will Meet My Laundry Needs



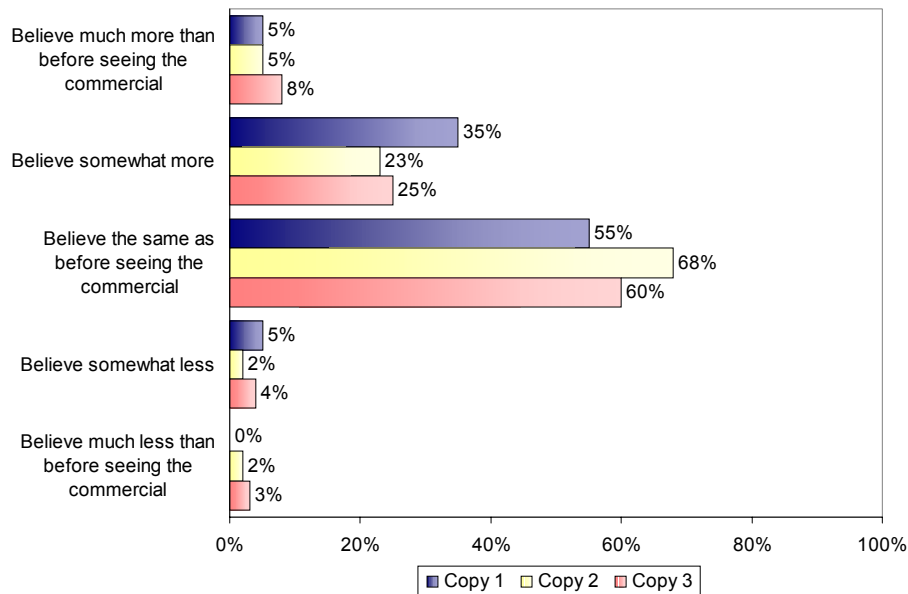
Makes Doing Laundry Easier



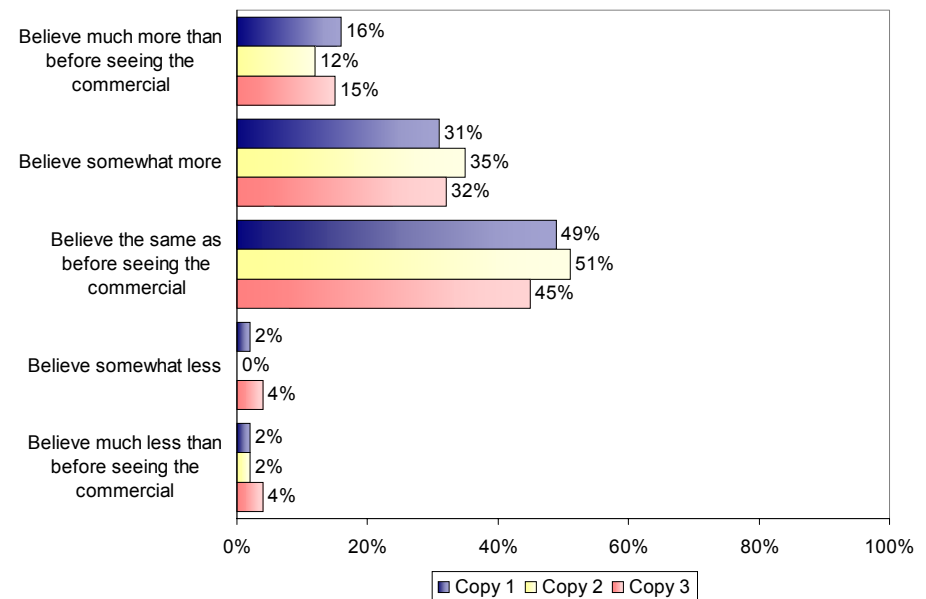
While these new executions do not convince the majority of respondents that doing laundry will be any easier, or that Brite White will meet their needs better, we can see some positive influence among roughly 20% of the sample.

Compared to what you knew or thought of Brite White before watching the commercial, please indicate how the commercial influences what you think of Brite White on the following statements.

Brite White's New Aromatherapy Scent Helps Relax/Calm You



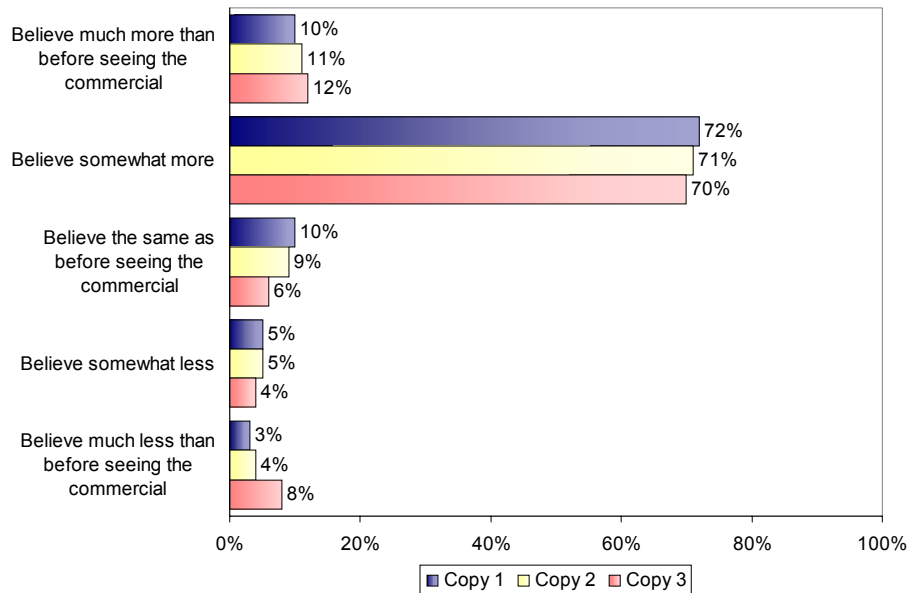
I like the Way Brite White Smells



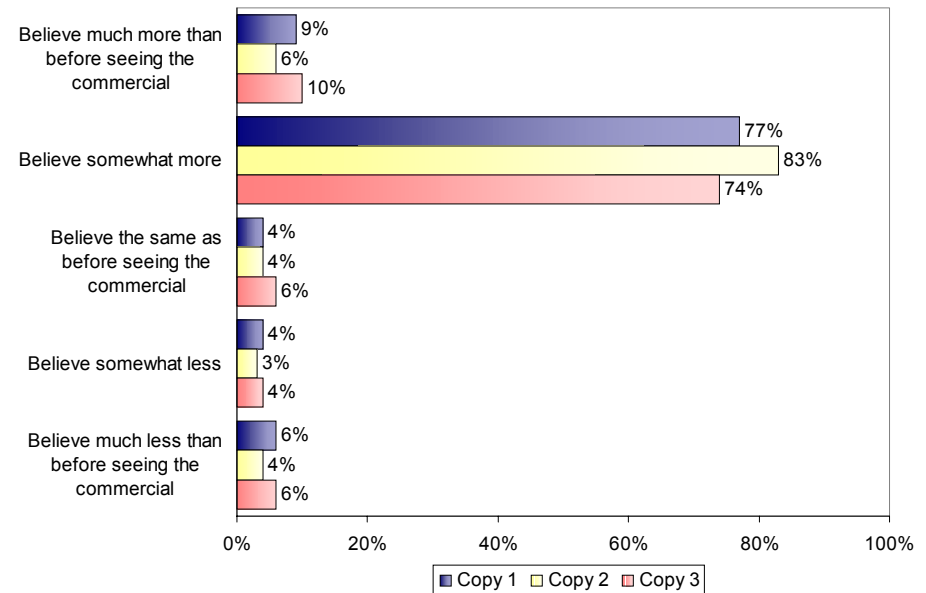
All three copy executions do a good job convincing consumers that the new scent smells good and has the ability to make you feel more relaxed.

Compared to what you knew or thought of Brite White before watching the commercial, please indicate how the commercial influences what you think of Brite White on the following statements.

I am Familiar with and Understand what this Brand is About



Brite White is the Only Brand for Me



Consumer response to these two statements indicate that current Brite White users are even more committed to the brand with the new aromatherapy scent. Those who were familiar with the brand (but not necessarily loyal) indicate that they feel they understand the brand better.