

Claim Substantiation

issue

A distributor of a new spirit wanted to claim their brand was as good as or better than the leading brand in the category.

action

A double blinded taste test was designed and conducted among their targeted consumers (current and potential users of the spirit). Procedures were put into place to ensure respondents were of legal drinking age and understood they were consuming an alcoholic beverage. Strict preparation and consumption controls were implemented along with product order rotation.

outcome

The new spirit received equal preference compared to the leading brand. Therefore, the client was able to use this claim in their advertising.

