

# CREATIVE EXCELLENCE

# COLOPLAST

## TESTING OF COMMUNICATION CONCEPTS

Coloplast develop products for people with chronic diseases and is a leader in ostomy, continence, urology as well as skin care and wound care. It requires a special precision in both the choice of messaging and channels when developing communications for end users.

With the Creative Excellence tools, Ipsos has tested two communication universes. The analysis confirmed that the concepts were strong enough to penetrate the market in a digital context. In addition, Coloplast received concrete recommendations for how to balance articulating a problem that the user would rather not want to acknowledge and the improved quality of life the user achieves.



**“It is the details that determine how effective a communication effort is. We got the insights we needed to help us choose both the concept and the right mix of formats and messages. We have been very satisfied with that.”**

- Senior Insights Manager, Coloplast A/S

GAME CHANGERS



# The Challenge

The communication must engage with the end users and, in a neutral way, convey the feeling that the product can change their lives. The project had to answer:

- 1) How do the two communication concepts perform holistically and in relation to each other - both video ads and stills?
- 2) What types of messages most effectively guide the end user through a communication flow from interest to purchase?
- 3) How does the communication help build Coloplast's brand?

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## Process & Outputs

The test was designed as an ASI: Connect online test with two main tracks:

- 1) 100 respondents tested video ads on their smartphones. The videos were tested in realistic digital contexts via social networks for the right look & feel.
- 2) 100 respondents tested stills on their PC / Laptop. The stills were tested as 'direct exposure' static ads.

The effect of both videos and stills is expressed through:

**Brand Attention score** (remembers the advertisement and brand) x **Brand Desire score** (the effect of the message in short and long term) = **Brand Impact score** (immediate purchase effect and long-term effect on the brand relationship).

As well as **Diagnostics** (which included spontaneous reactions such as open-ended questions). The overall research design enabled a deeper decoding of specific sequences / the parts of the campaign materials that resonate best with the target group, as well as what influences the brand relationship and purchase intent most effectively.

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## The Results

Examples of the results:

- The concepts tested surprisingly well, and both were Winners.
- One performed best on video, the other worked best as stills. The test gave clear instructions on where to adjust, right down to sequences in the video and individual elements in stills.
- The test documented that the emotional means work better than the more technically rational ones. In other words, talking about what the product does for you, rather than why it works.

**Short term activation: 161**  
(top 20 % Ipsos database)

**Long term relationship: 134**  
(top 20 % Ipsos database)

**"We got the answers to what we needed. Plus, a little more. Ipsos' employees have also been careful to explain the very technical universe that underlies it. It is crucial for the communication to build the bridge to Coloplast's own language."**

**"Ipsos has been very accommodating, flexible and responded quickly to our business needs. They have understood our special challenges and the changing desires along the way. It is important for us as a customer that we feel we are highly prioritised."**

- Senior Insights Manager, Coloplast A/S

## Want to know more?

Creative Excellence is Ipsos' unique toolbox for advertising and campaign development, analysis and impact measurement. Contact Alexander Asmussen, Head of Creative Excellence, on +45 61 66 13 31 for mere information.