

## *CASE STUDY*

*identifying opportunity through custom research*

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### **Claim Substantiation**

#### *The Issue:*

An apparel manufacturer wanted to make a claim that its product was preferred over its two main competitors.

#### *The Solution:*

In order to make the claim, the respondents had to try on the products to compare. MRSI designed the research in such a way that the respondents would have no way of knowing the brand of the products they were trying on. This was a difficult task as the products all had well-known logos on them making them easily identifiable. MRSI's creative solution was to blindfold the respondents, ask them to try on the client's product, along with one of the competitor's, and state which they prefer. Research was conducted via mall intercepts across the country among adult men 18 and older.

#### *Business Implication:*

Respondents preferred the client's product to the competition 2 to 1. Thus, the apparel manufacturer was able to make that claim in its national ad campaign in an effort to increase sales.

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