

# CREATING BREAKTHROUGH CONCEPTS IN A COMMODITY MARKET

## Using Neuroscience to Guide Creative Strategy Development

### THE CHALLENGE

Bob's Bourbon\* faced fierce competition within a highly fragmented, commoditized market. The company wanted to take their regional product to the national level while defining brand positioning and maintaining their premium pricing. In order to guide the development of a TV advertising campaign that would drive national awareness and penetration, Bob's Bourbon sought to identify which messages would best resonate with consumers and help them obtain their goal.

### THE SOLUTION

Bob's Bourbon reached out to Nielsen Consumer Neuroscience to help them develop winning positioning and find the "right" words for their ad. Using EEG based neuroscience tools, Nielsen was able to measure emotional engagement of various ad concepts.

Additionally, Nielsen tested the ad's ability to lift nonconscious perceptions of the brand in relevance to the phrases "strong flavor," "smooth and full," and "finest."

Using findings from the study, Bob's Bourbon was able to narrow down the winning concepts – and even key phrases – to guide agency work in creative strategy development.

### THE RESULTS

The resulting ad led to an 11.0% increase in dollar sales, a 0.3 point increase in market share, and a 1.5 point increase in market penetration. In addition, the ad won a prestigious award for excellence in market research!

By leveraging consumer neuroscience and collaborating with Nielsen, Bob's Bourbon was able to achieve national brand goals through the development of emotional engaging advertising that conveyed key brand messages.

### CONCEPT CASE STUDY



\*Bob's Bourbon is a fictional brand that was created to represent a study that has been blinded for client confidentiality

For more information contact your Nielsen representative or visit  
[www.nielsen.com/consumerneuroscience](http://www.nielsen.com/consumerneuroscience)