

# MAKING A STRONG FIRST IMPRESSION: GUIDING THE LAUNCH OF A NEW BRAND

## Ensuring a Campaign Emotionally Resonates with Younger Consumers

### THE CHALLENGE

INVISTA wanted to gain competitive advantage by creating a brand that established a powerful emotional connection consumers. INVISTA's LYCRA was first introduced in the late 1950s as the miracle fabric with improved performance and comfort. Decades later, the fabric is still innovative, but not well known by shoppers. Traditional market research could not prove which campaign elements of INVISTA's new LYCRA Style brand would emotionally resonate with younger, less brand-aware consumers.

### THE SOLUTION

Nielsen Consumer Neuroscience\* used biometrics and eye tracking to test consumers' emotional responses to a variety of campaign elements, including:

- Concept statements
- Print imagery
- Clothing tags
- Brand logo

### THE RESULTS

INVISTA was able to definitively select the imagery, statements, and elements most effective at building an emotional connection and likeability with target consumers.

They leveraged these insights to inform campaign direction and maximize in-market performance. The results allowed INVISTA to target younger consumers by launching:

- :30 spot on the JumboTron in Times Square
- :30 spots in New York cabs
- Trade ad
- Promotion with just-style.com
- Microsite for the new brand at lycra.com

\* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

### ADVERTISING CASE STUDY



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