



CASE STUDY

Marketing Claims Validation

QualityLogic helped represent the testing of the client's multifunction peripheral products to industry influencers, advocating established standards when making product claims.



The Client

The client is a publicly-held consumer products manufacturer with more than a billion dollar market cap. The company is moving aggressively in the desktop computer peripherals market to drive the future growth of the company. The company planned to increase its market share against more established brands by advertising its product advantages.

The Issue

The client needed to conduct a credible, effective marketing campaign to communicate the competitive strengths its products had over other brands. To be effective, the marketing campaign needed third-party validation of its claims from an established, well-respected, independent source. Its own internal testing would not match the impact of independent testing. The client needed testing and reporting by a company known for fair, accurate testing conducted according to established standards and best practices.

The Solution

QualityLogic developed a testing and reporting plan that would meet the competitive requirements of the client. QualityLogic determined which established standards and processes would be followed to generate standardized results that would allow easy comparison with other products on the market. Where they did not exist, QualityLogic established new standards that followed the framework of similar existing industry guidelines and benchmarks.

QualityLogic conducted several rounds of validation testing with representations from numerous brands and several geographies. This data was used to validate the client's marketing claims and quantify the advantage to the end customer.

QualityLogic created and published reports following reporting guidelines established by the standards used in the testing. These reports were made available to the public on QualityLogic's web site.

QualityLogic took an active role in presenting the testing to the industry and the press, acting as an advocate for following established standards when making product claims.

The Outcome

QualityLogic tested a large number of products over several years spanning all major brands on the market and representing several diverse geographies. The testing represented a fair and consistent comparison across competing products. Testing was conducted according to international test standards in a controlled environment.

The client had the data required to support their marketing claims and has launched a significant and successful marketing campaign. QualityLogic's reputation as a testing leader enhanced the credibility and effectiveness of these claims. QualityLogic has been available to answer questions about its testing and act as an ongoing advocate for independent validation and quantification of customer value.

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For More Information

Visit www.QualityLogic.com or call +1 208-424-1905