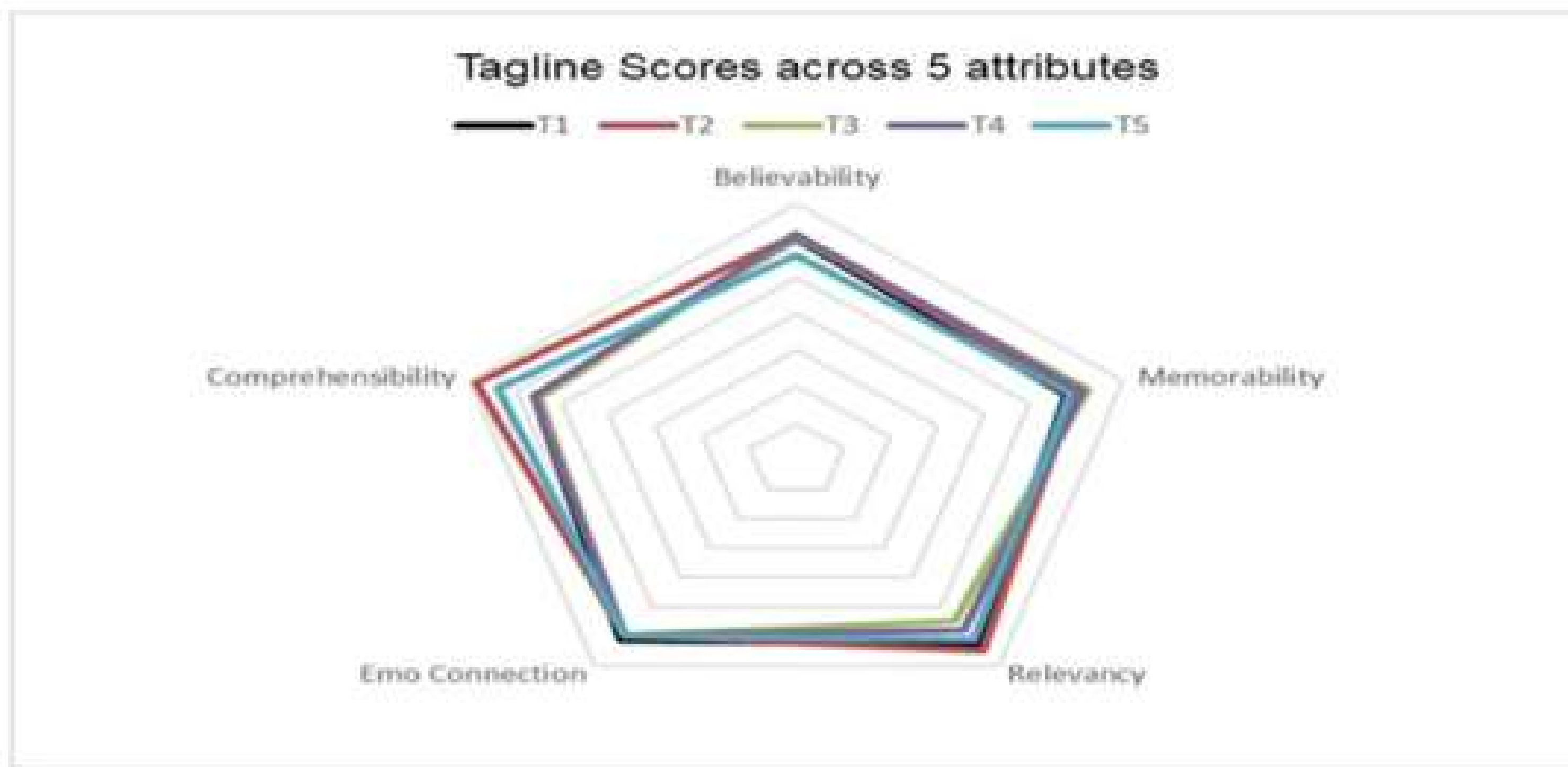


# Case Study: Brand Tagline Testing

A quantitative approach to understanding which of 5 tagline candidates resonated the most with the audience,



## Southeast Asia Financial Services

Company bio  
Publicly traded banking and financial institution in southeast Asia, offering a comprehensive range of solutions to customers across segments.



Top choice for relevance:  
*The future is yours. Live it. Own it.*



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"Emozo helped us gain really valuable insights into the mindset of our audience."

Vice President,  
Marketing, Client

## Overview

Ahead of their busy campaign season, the client's brand marketing team and the appointed creative agency were struggling with multiple brand tagline candidates, for use in their campaign assets. Emozo helped the teams understand the effectiveness of each of the tagline candidates across 5 different dimensions, among the bank's key customer segments.

Number of markets surveyed  
**3**

Sample Size  
**350**

e2e execution time  
**10 DAYS**

AVG. ENGAGEMENT ON PLATFORM  
**13:07 MINS**



## Challenges

With only fairly subtle differences between the tagline candidates, it was clear that a standard, straight-jacketed approach would not yield results. Also, complicating matters was the fact that the targeted customer segments consisted primarily of non-native English speakers, while the taglines themselves were in English. Further, the client wanted a score for each of the taglines that they could use later to make an objective decision.



## Approach

The main idea was to measure audience resonance for each tagline along the dimensions of Believability, Memorability, Comprehensibility, Emotional Connection, and Relevance. Different weights were used for the dimensions, distinguishing between Rational and Emotional factors and recognizing that it was the emotional aspects that drove a vast majority of decision-making.



## Solution

Emozo designed and executed a comprehensive survey on its proprietary platform to gather the necessary feedback from the target audience in the 3 markets. Emozo sourced all the respondents through its partners. Stringent screeners were employed to weed out respondents who didn't perfectly fit the desired audience profile. Finally, a robust quantitative analysis was done on the collected data and the findings (along with composite scores for each tagline candidate) were presented to the client team, at the end of the engagement.

"We had been stuck for months, because nobody could make a decision. Emozo's work helped resolve the deadlock, finally!!!"

Agency Creative Director



Emozo is a DIY Research & Feedback collection platform, for stated and unstated responses. Our special sauce is our ability to use behavioral and emotional insights to solve brand, messaging, and experience challenges. Our clients use us to better understand CONSUMERS & MARKETS and to create/deploy the most COMPELLING DIGITAL CONTENT.

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