



SCHOLL MAYDAY

STAR TRACK

PREPARED FOR



DATE

30.03.17

FINAL REPORT

PRJ-201703096-0528

winkle
BOLDLY SIMPLE



SCHOLL MAYDAY THE BACKGROUND

Scholl have launched 'Mayday' in the UK and Germany and will launch in the US later in 2017.

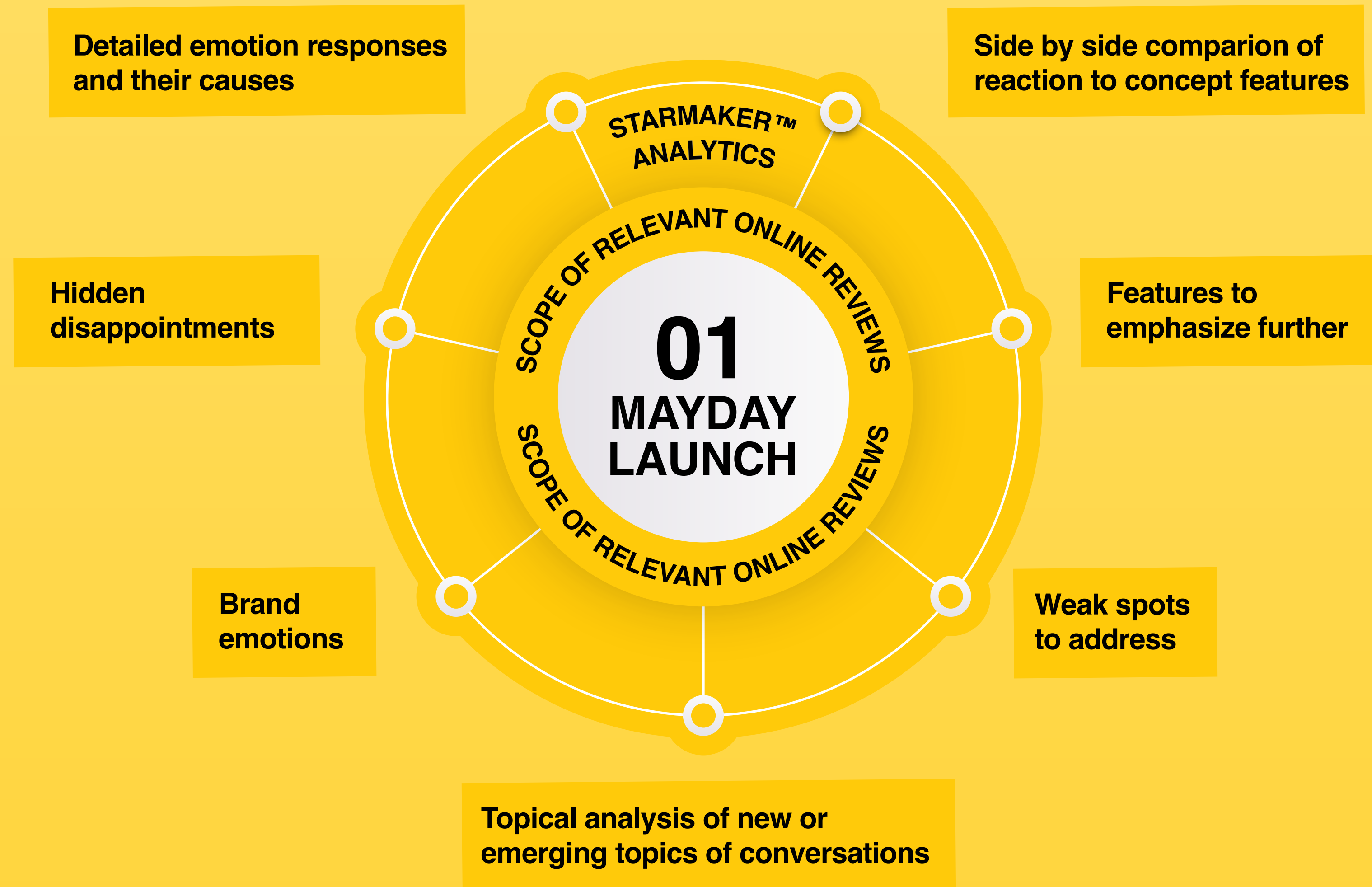
You want to optimize the activation. To enable this, you would like to gain as much understanding as possible from the German and UK consumers' emotional response to using the product.

To improve the odds of successfully landing the US Mayday launch, you're also interested in understanding what frustrates and excites US consumers about compression clothing.

Our solution to your challenge: Decoding emotion in Mayday and the wider compression clothing category, to optimise activation.



Decoding Emotion



ST☆RMAKER ANALYTICS

Sources data from relevant online sites to a project challenge.

Analytics will explore thousands of online reviews to identify drivers of customer frustration (unmet needs and excitement / delight).

ANALYSIS WILL UNCOVER:

What's working with the user experience:

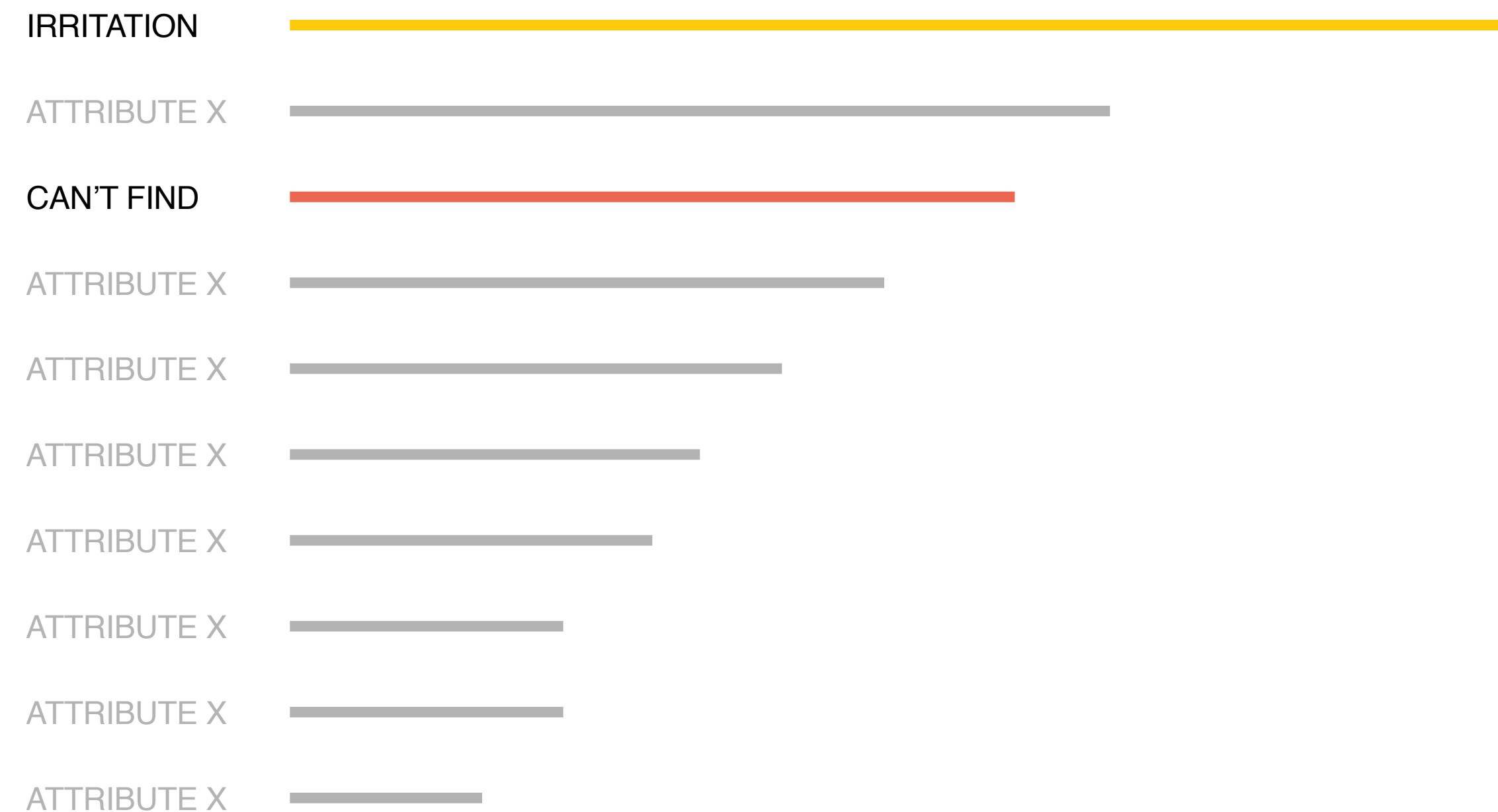
- What specific benefits drive **excitment** and **delight** in the category?
- Which feactures or products rise to the top, and why?

What's not working and needs improving?

- What specific aspects of the user experience are most **frustrating** or **disappointing** to consumers?
- Where are the **tensions** that **constrain** performance?

Homing in on frustration in the category

Analytics that work at the verbatim level, looking closely at the drivers of frustration (and separately excitement). Learnings are aggregated to quantify the biggest sources of frustration and delight, and where the client's right to win is.



Data is based on PROXIMITY ANALYSIS of 1500+ consumer reviews of the Vivienne launch in the US and Germany. * Data is based on analysis Frustration/Anger focused comments identified within 2,000 product reviews in the US and UK. Note: the same analysis could be shown for excitement/delight related consumer feedback.

Example Annotation

Comments associated with irritation are easily the biggest source of frustration. Consumers are reacting to some of the product ingredients.

“***Made me break out terribly. It claims to have gentle ingredients but there are several questionable ingredients which I am certain contributed to this break out. My skin has not looked this bad ever.***”

Example Annotation

Anxiety from consumers who cannot locate their product is firm illustration of how much they rely on this product to manage their unique condition.

“***Where are you?? I need you!! Everything else makes me break out??!!***”

“BUT FINDER”

Where are the Opportunities?

How can your brand land an even better campaign, or even innovate the product?

Lorem Ipsum

“ Just made it based off the ingredients listed. Looks good **BUT** please everyone who makes this look at the video!!! The listed recipe forgets the vanilla extract and so did !!!! I’m like something’s missing and I couldn’t remember.”

Lorem Ipsum

“ Danielle Nicole Rodriguez looks delicious. **BUT** also looks like it would take a serious toll my body fat percentage.”

Lorem Ipsum

“ That looks good **BUT** oh my goodness the calories. Plus my blood sugar would probably go up over the roof.”

Lorem Ipsum

“ There is a healthier version of this recipe, my Mom used to make in like 30 years ago. The cheesecake was light and fluffy and not heavy. You can add in the chocolate. **BUT** it was with gelatin and jello and tasted awesome! It flew every time she made it. Yum!”

Lorem Ipsum

“ Kanval can you save this and make it one day? I promise I will help **BUT** I simply cant do this on my own?”

Lorem Ipsum

“ Viveca Mason-isler u dont have to do the whole spider thing **BUT** can you add snickers to my next cheesecake?”

Lorem Ipsum

“ Not as good looking as yours Tasty **BUT** still looks okay can’t wait to have it tommorow for Halloween thanks for the idea.”

Lorem Ipsum

“ Looks good **BUT** too many calories.”

CONFIDENCE WITH SPEED

Close-loop consumer feedback to analyse the launch of Scholl's 'Mayday' in Germany and the UK

#*!

Words analyzed from conversations about Scholl Mayday

442

Unique sources including forums, articles, blogs and conversations

01

Set of clear recommendations and actions for Scholl Mayday

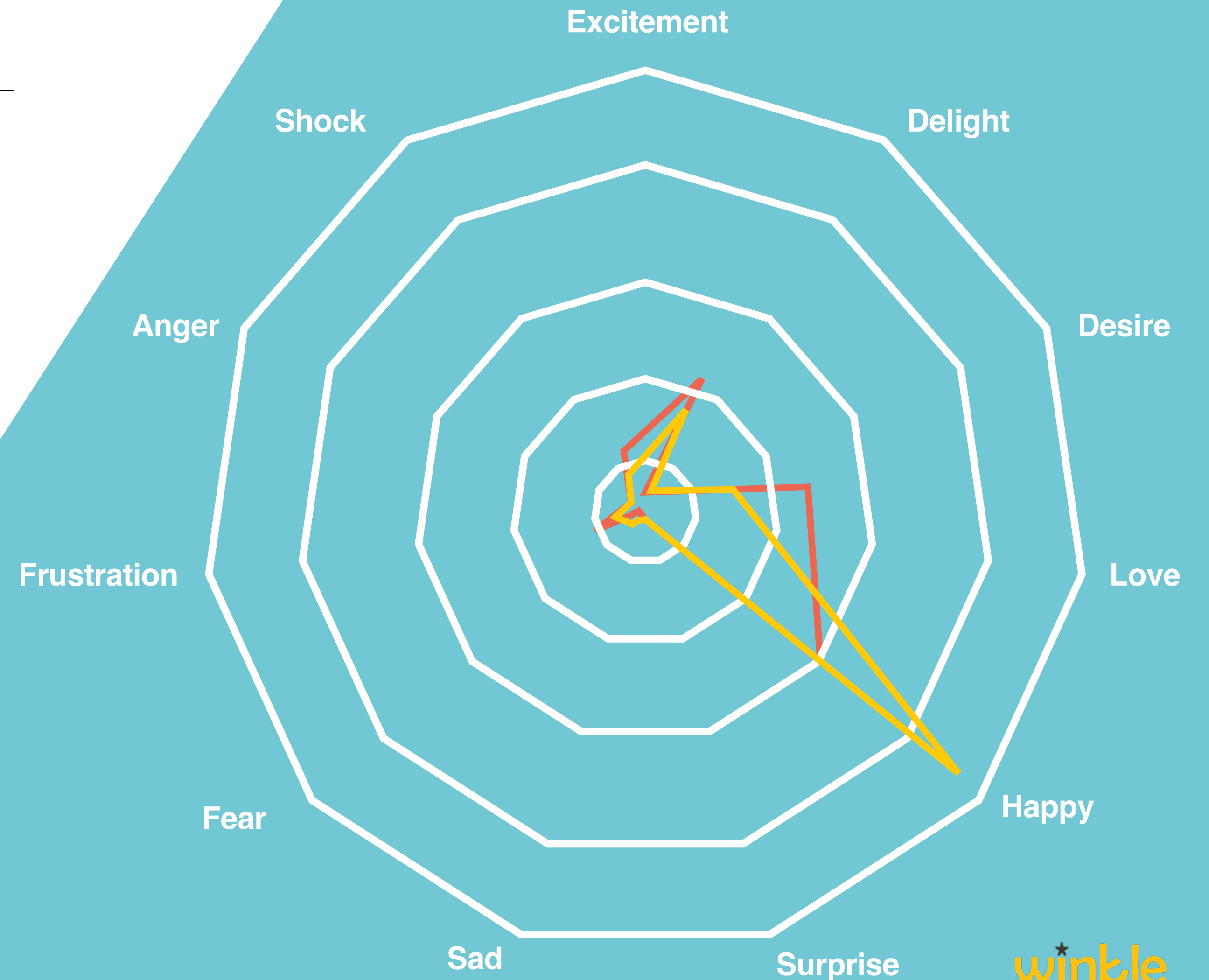
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Emotions in User Experiancer

Mainly positive reviews in both countries.

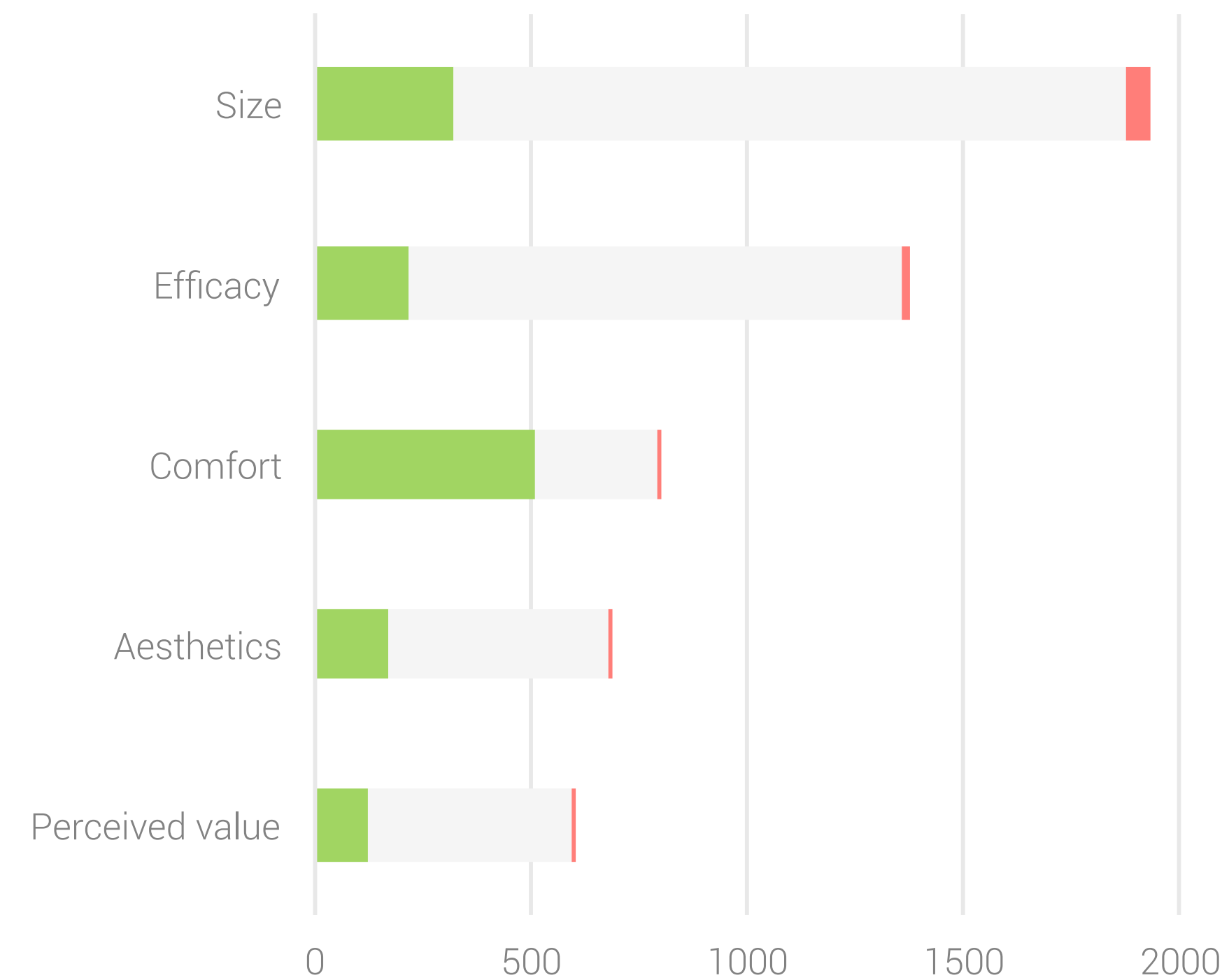
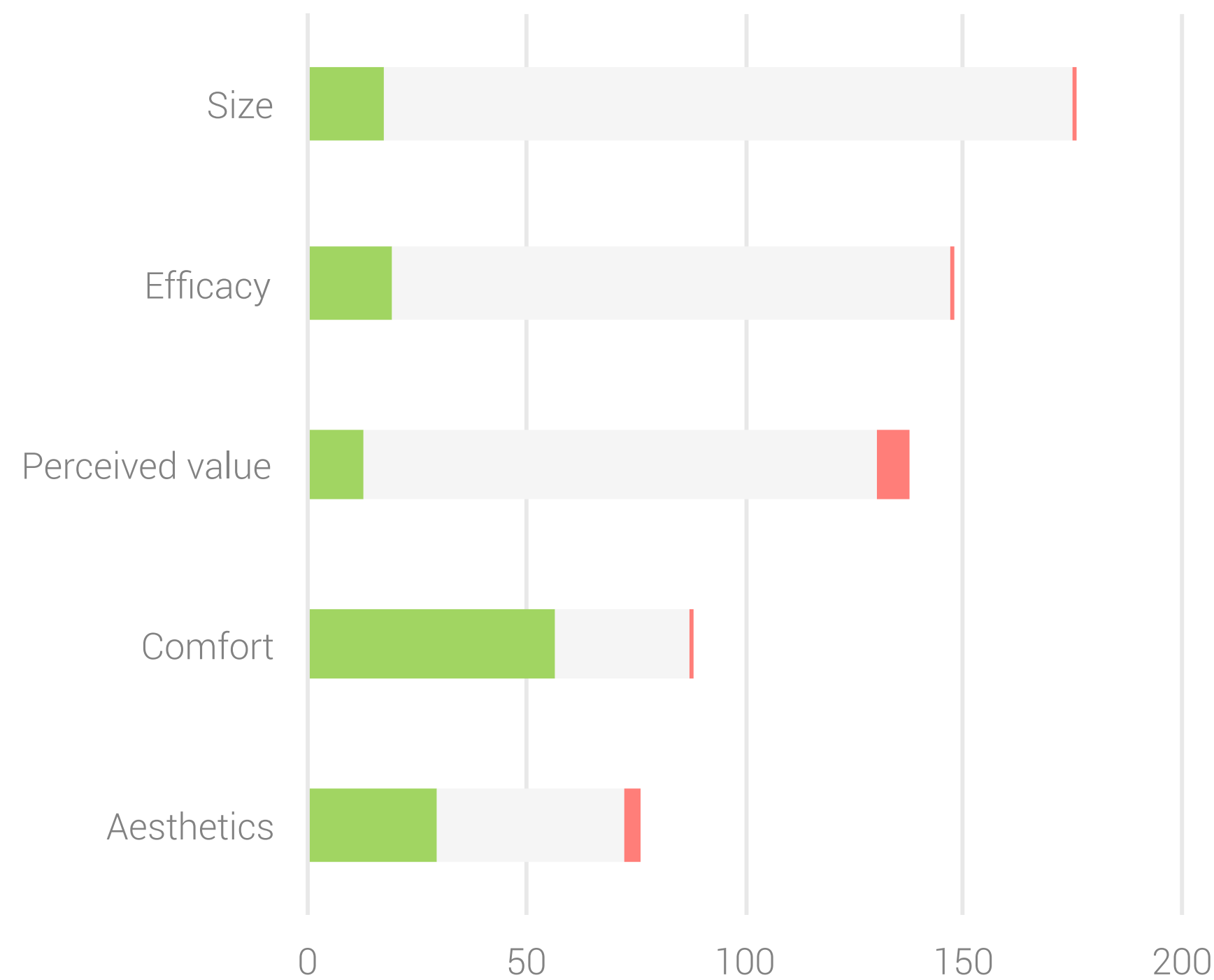
— UK — Germany

- People seem happy, but not excited by the tights. They mostly do what people expected them to do.
- People are happy because the tights look good, are comfortable to wear, feel good on the skin and the compressing action reduces or prevents aching legs.
- Those who are frustrated are so because people expected more, either based on the price or the brand. They are disappointed because the product ripped easily, lost stretch after one wear or because they are hard to get on.
- Not being able to find the right size is the biggest frustration in both countries.



The themes in both countries

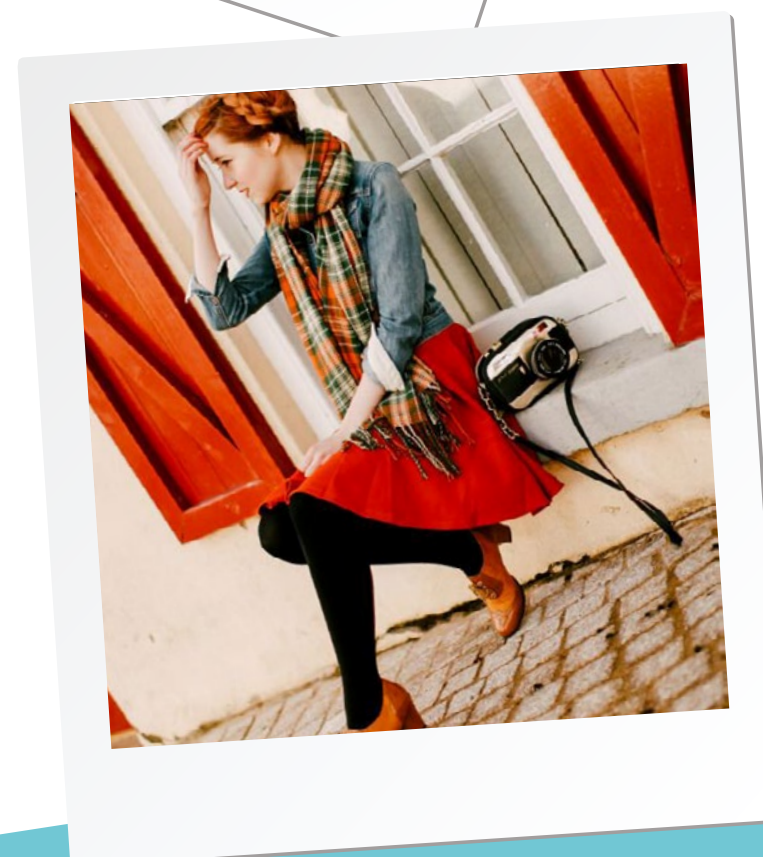
Are these charts created by Starmaker (i.e. leave as they are are?) or do you need specific infographics detailing figures here? If so, can I have the figures...



General learnings across markets

What excites consumers?

- 😊 They are comfortable to wear as they:
 - the compressing action isn't too tight,
 - allow legs to breath,
 - and feel nice on the skin
- 😊 For most they actually work as they:
 - keep legs from swelling,
 - support aching legs,
 - improve blood circulation
- 😊 With that they are slimming, making their legs look sexy again
- 😊 That it's a quality product (value for money):
 - premium look and feel of the material
 - the 100 washes claim



What frustrates consumers?

- 😞 Not being able to find the right size:
 - needing a larger size than usual
 - having to pull them up during the day
- 😞 Getting them on can be hard as they are so tight
- For some they don't make any difference:
 - compared to other (compression) tights
 - or compared to not wearing any at all
- 😞 They are expensive compared to regular tights
- 😞 Especially for those who feel they aren't a quality product because:
 - they ripped easily (ladders, holes and tears)
 - or it losing its stretch or shape after one wash



EXCITEMENT



Convince consumers of Scholl's comfort

Introduction to inject a bit of detail here, met most esequia sperum hitaeris elloreppe occullem eum sum ditatet evendae.

- The comfort of the Scholl light legs is the main reason why people are happy with their purchase.
- Even though some might struggle to get them on, once on they fit like a glove.
- The compressing action reduces sore legs and swollen ankles keeping their legs comfortable until the end of the day.
- These benefits however are expected from compression tights. People were more surprised about how the material feels silky smooth on the skin, isn't itchy and feels airy.
- The ideal level of comfort feels like you are not wearing any tights at all.



Lorem Ipsum

“ Very comfortable fit the material itself on the skin feels comfortable.

Lorem Ipsum

“ Also very comfortable to wear and I'm really meticulous because of nerve damage in the feet.

Lorem Ipsum

“ I had previously worn a pair whilst doing the housework one day and found them to be very comfortable.

Lorem Ipsum

“ These were so comfortable I forgot I was wearing them.

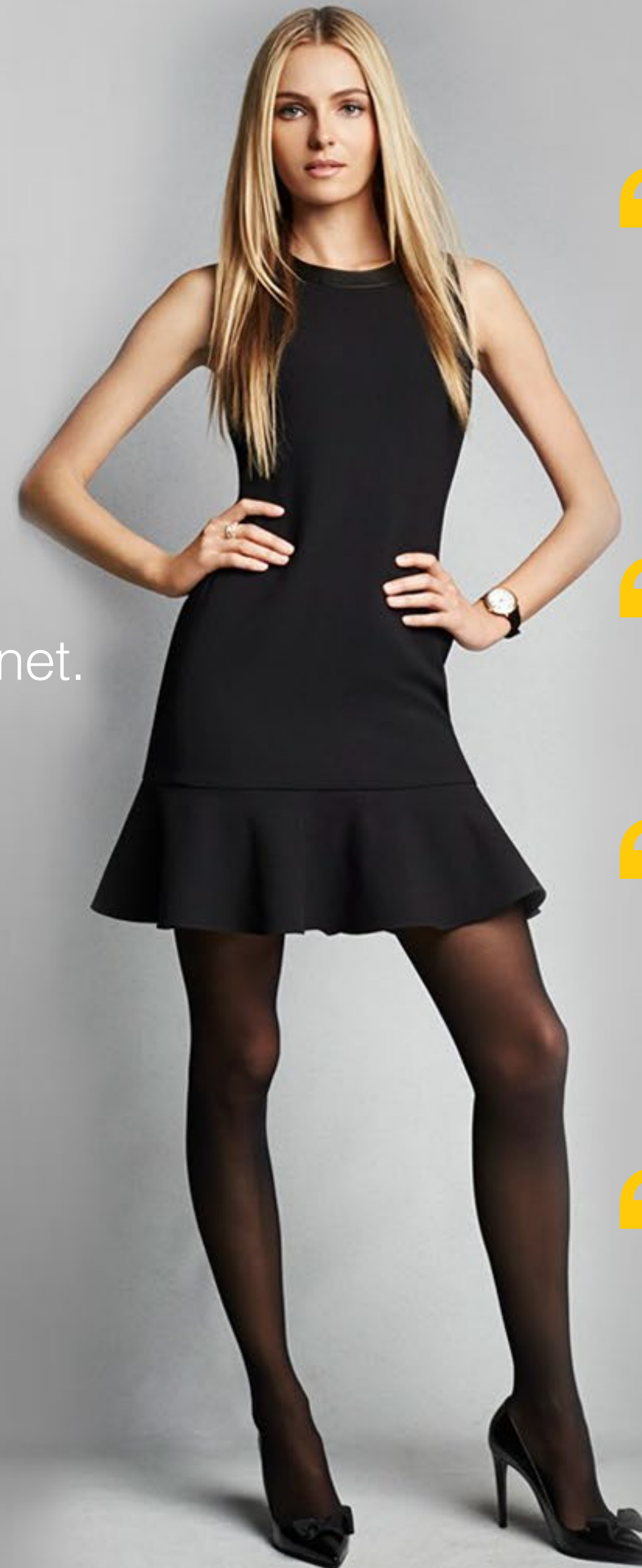
Lorem Ipsum

“ Although it is a small struggle until it is in there - but it fits like a glove, slipping and makes great legs.

Highlight the medical benefits compared to regular tights

Introduction to inject a bit of detail here, met most esequia sperum hitaeris elloreppe occullem eum sum ditatet evendae perionet.

- Efficacy is the second most talked about theme in both countries.
- The majority is convinced that Scholl Light legs does help against swollen and tired legs. Some experience a reduction of pain and swollen ankles. For others it completely solves these problems.
- Swollen legs are a common problem in airplanes. Some talk about using these tights instead of compression socks.
- Leg aches tend to be experienced by people who stand all day or people that sit all day. Making these tights ideal for both people with active jobs and people with desk jobs.



Lorem Ipsum

“ These stockings look and feel like ordinary stockings so don't look unsightly they are comfortable to wear and prevented my ankles from swelling during flying.

Lorem Ipsum

“ Very comfortable to wear and I'm really meticulous because of nerve damage in the feet.

Lorem Ipsum

“ Did a 7 1/2 hour flight to New York and my legs were comfortable and stress free upon arrival - after a long day and flight.

Lorem Ipsum

“ I would buy these tights again knowing that they help with tired legs as well as being fashionable tights.

Mention the slimming and shaping effect of the tights

Introduction to inject a bit of detail here, met most esequia sperum hitaeris elloreppe occullem eum sum ditatet evendae perionet.

- Most agree that tights can be very sexy, the wrong tights however can have the opposite effect.
- Tights can be associated with lingerie or with old ladies and as a medical treatment. Therefore it's important that the tights look good.
- Scholl seems to be covering this aspect well as the material is described to look and feel premium, smooth and silky.
- Overall the darker colours are perceived as more sexy and beautiful.
- The compressing action of the Scholl light legs make people feel extra sexy as it shapes their legs nicely, boosting confidence.



Lorem Ipsum

“ They made me feel comfortable and sexy without the granny feel you get in some tights.

Lorem Ipsum

“ I wore them on a night out too and felt sexy wearing them in fact my boyfriend couldn't stop staring at them!!

Lorem Ipsum

“ Also tucked me in in all the right places so the new loose-hanging dress I was a little nervous to wear looked great without my usual lumps and bumps!

Lorem Ipsum

“ Legs butt and abdomen appear slim without being pushed down and the figure is beautiful

Lorem Ipsum

“ The material used to create these tights is silky soft and beautiful I found myself stroking my leg much more than usual as the feel was so nice.

Stress durability and quality to justify price

Introduction to inject a bit of detail here, met most esequia sperum hitaeris elloreppe occullem eum sum ditatet evendae.

- Those who compare Scholl Light legs to other compression tights think the price is good.
- The material feels premium and stylish, which also makes up for the higher price for some.
- The promise that it will last up to 100 washes makes up for the slightly higher price compared to regular tights as well.
- By focusing on it's durability, the premium material and health related benefits the slightly higher price compared to regular tights is made up for.



Lorem Ipsum

“ Very thick and warm tights. and very supportive too. but I feel they are quite expensive for a pair of tights.

Lorem Ipsum

“ To be honest I thought all tights were pretty much the same until I tried these new Scholl tights. How wrong I was. They made my legs look and feel amazing. They are a little on the expensive side but the was really well.

Lorem Ipsum

“ I expect they will be more costly to buy that some of the cheaper brands of tights however when they are of such a good quality they will last 2-3 times longer than the cheaper brands.

Lorem Ipsum

“ Overall i would buy Scholl light legs tights again even if a bit more costly as they are so comfortable but still stylish.

FRUSTRATION

