



Your Solution to Driving Sales, Brand Trust and Customer Loyalty

SHE Survey Overview

(Studying Her Experience)

Process Overview

The 'SHE Survey' allows you to gather insights about your brand, from an objective audience of female consumers across America. Your survey will receive approximately 300 responses and may include up to 10 questions, including multiple choice, open-ended, rating and/or ranking questions.

Meeting Your Objectives:

Surveys will provide valuable insights about your brand and marketing initiatives, but questions must be formulated properly to receive valid feedback. Therefore, upon receipt of your initial survey questions our research team will provide edits and recommendations to ensure the survey is meeting your objectives. Common survey objectives may include questions pertaining to:

- Brand packaging
- Marketing promotions or upcoming initiative
- Comparing different marketing ads or creative elements to determine which is most appealing for your advertising initiatives
- Consumer preferences when purchasing products in your brand's category
- Shopper insights, such as what elements are most valuable when choosing your brand over the competition

Limitations: (1) Your survey does not allow for specific targeting of an audience, but final reporting may include a breakdown of general demographic information such as age ranges and regional locations of the participants. (2) You may not ask for participant contact information or lead participants to any outside links. (3) If asking participants to 'rate' on a scale, note that each row counts as one question. For example, if asking consumers to rate the importance of (a) product packaging; (b) pricing; and (c) design features, on a scale of 1 to 5, this would be considered 3 separate questions.

Post Survey Analysis: Once the survey is finalized and approved, our team will deploy your survey and have final reporting of your survey analysis in approximately 2 weeks thereafter. You will be sent the final survey as well as a report that will outline the results in a presentable format, which can then be viewed and shared with your team.



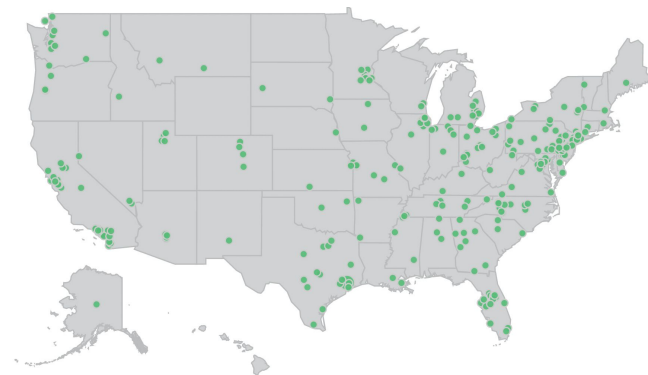
Audience Overview

Respondents:

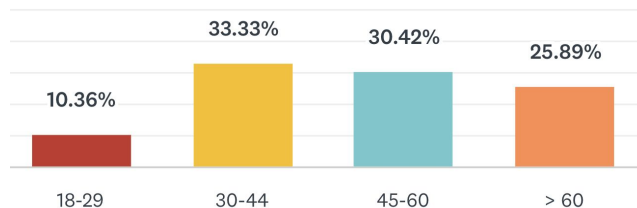
Surveys garner approx. 300 female responses from women across America

Targeting:

- Target #1: Women across America
- Target #2: Your choice (i.e. segment by age range; moms; home owners; HHI; etc.)



Age Range Breakdown (Sample):



Data Analysis Overview

Survey data is analyzed and presented through **various graphic illustrations** which best visually represent and portray the insights gathered.

Where applicable, graphs display **age comparisons and/or generational comparisons**, and other filtered data based upon **targeting criteria**.

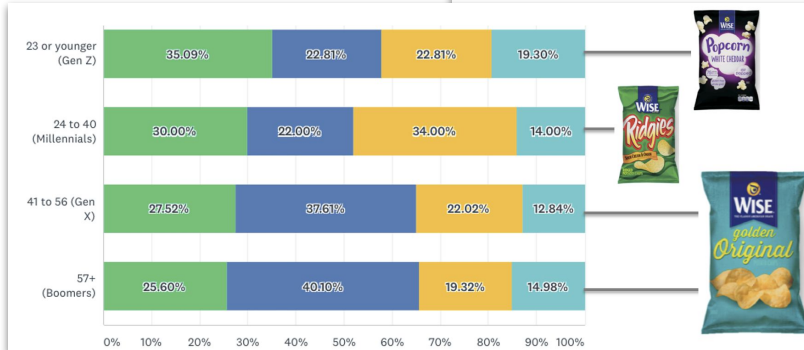
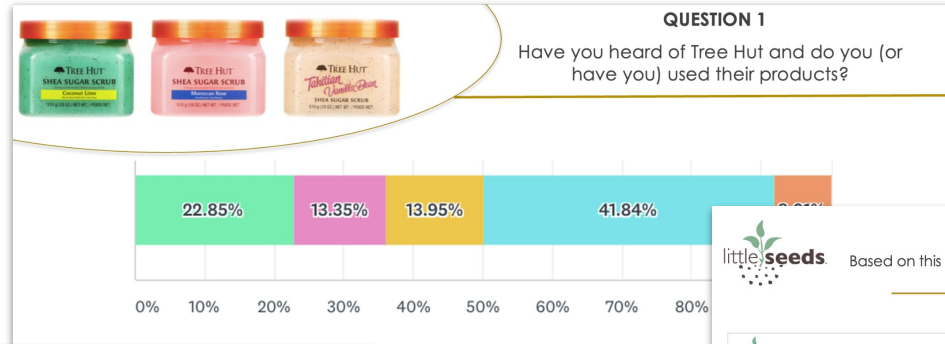
Graphs will illustrate a variety of insights including ranking data or **word clouds and sound bites** for open-ended questions.

Statistics and **recommendations** are generated to highlight key findings and **trends** throughout the survey, and offer actionable steps post-survey.

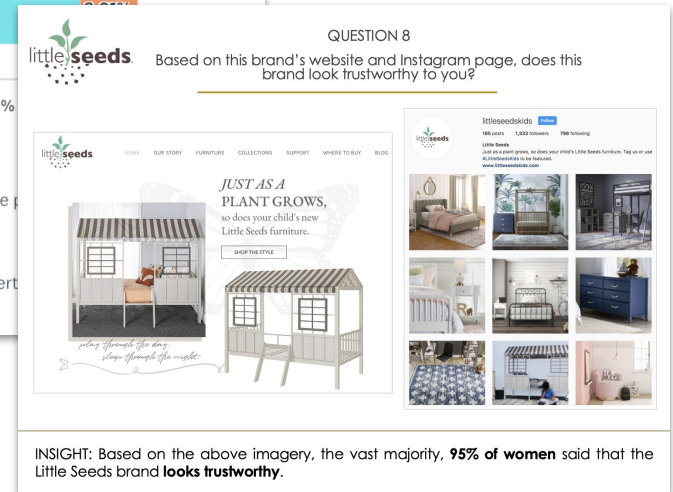


Data Analysis – Utilizing Brand Imagery

One of many options when developing questions is the usage of brand imagery, which can help determine next steps for marketing campaigns, repackaging concepts, A/B testing, web and social platform development, brand recognition, etc.



t, and I use Tree Hut products currently
t, and have used Tree Hut products in the p
t but have not tried their products
Hut
about or seen the product but can't be cert



Insights & Actions Sample Feedback

(Generated from survey for an OTC brand)

Insight: When filtering out the 18 – 29 age group, the responses remained almost identical in all question categories, with the exception of natural ingredients being slightly more important to those women in the 30+ age range. Responses for the 45+ age group differed for the question about ailments (SEE Insights in the last bullet).

Insight: Aside from price, which was selected as being the most important factor in purchasing an OTC product, being awarded/recommended and having natural ingredients are the top 2 factors for female consumers. Consumers also find 'Made in the USA' as strongly affecting their purchase decisions.

Action: Emphasize your brand's recommendation ratings (i.e. the WCA seal on packaging, as you're currently doing), as well as the fact that your product uses natural ingredients. Keep these 2 factors at the forefront of your marketing initiatives.

Action: Consider doing a test run to promote <BRAND> being "Made in the USA" as part of a July 4th celebratory campaign.

Insight: When looking for advice on OTC medications, doctor and pharmacist recommendations are #1, followed by friends and family, and online resources.

Action: Determine how you can provide more medical and pharmaceutical staff with information that will help them recommend <BRAND> to their patients/customers (i.e. samples, talking points, ongoing communication methods). If you aren't already, look into digital strategies that will provide targeted ads to those individuals searching online, for ailments in which you provide relief products ("Ad Remarketing").

Insight: Coupons are very influential in purchasing decisions.

Action: Utilize avenues to provide consumers with coupons for <BRAND> products. In addition to using the WCA seal, providing coupons will support your efforts in retaining current customers, and attracting new customers who may otherwise be hesitant to try a new brand/product. Get coupons in the hands of prospective customers.

Insight: The vast majority of consumers have not yet heard of <BRAND>. This provides enormous room for growth!

Action: Find avenues to continue growing your brand's awareness, harnessing the data from this survey that shows the ailments in which consumers are most likely to have ailments *and* purchase OTC products. That's your lowest hanging fruit. Once they try one product and are pleased, <BRAND> will be top of mind for additional ailments that follow.

Insight: For ailments in which consumers have purchased OTC relief, the frontrunners include *Allergies; Heartburn Relief; Migraine Relief*. However, when filtering out the 18 – 44 ages, those women 45+ listed the following as frontrunners: *Allergies, Arthritis, Heartburn; Migraine*.

Action: When doing targeted marketing campaigns, leverage this data to better serve your audience.

Marketing Recommendations for Maximizing Potential

In addition to SHE Survey insights, the WCA team collaborates to offer best practices and recommendations for your brand, based upon past campaigns that have been proven successful utilizing the Women's Choice Award, as well as actionable steps to leverage your new SHE Survey insights.



Brand Testimonials

"The team at WomenCertified transformed our research objectives into actionable data points for our target consumers. Their presentation to our marketing team was very insightful and provided expert recommendations and considerations for our future marketing strategy."



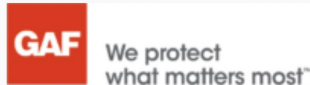
Ashley G, Manager PR & Influencer Marketing, Brother International Corporation

"The WomenCertified team provided timely research insights that were tailored to our target audience and marketing objectives. The presentation was well organized and delivered, and the data and recommendations will contribute to the success of our marketing strategy."



Christian M., Brand Manager, Overhead Door

"We were so impressed with the results. The study conducted by the WomenCertified Inc. team has lots of useful insights to drive thoughtful homeowner facing creative opportunities!"



Lauren D., Brand & Advertising Manager, GAF

"The team at WomenCertified has conducted in-depth research on matters critical to our company's growth and direction. They have provided consulting advice to translate the results into valuable market segmentations and strategies. The team is highly professional and organized at every step of the project process...from initial discussions and methodology to project updates, data analysis and presentation findings. We are eager to continue working with WomenCertified and tap into their vast offerings to support our goals for consumer engagement and sales growth initiatives."



Bob B, Director of Brand Management, Kenmore

"The WomenCertified team conducted an extensive consumer research survey for PureCare at a time of critical e-commerce growth. The insights we discovered from their study helped us pinpoint key strengths and weaknesses in our brand message, and continue to strengthen our understanding of our customer's needs, behaviors, expectations. Getting to know our consumer base has provided a clearer, more united path forward for our brand."



Sarah B., Vice President of Marketing & Creative, PureCare



Thank you



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