



Make Every Glance Count

Your guide to captivating and converting consumers with compelling product claims and visuals

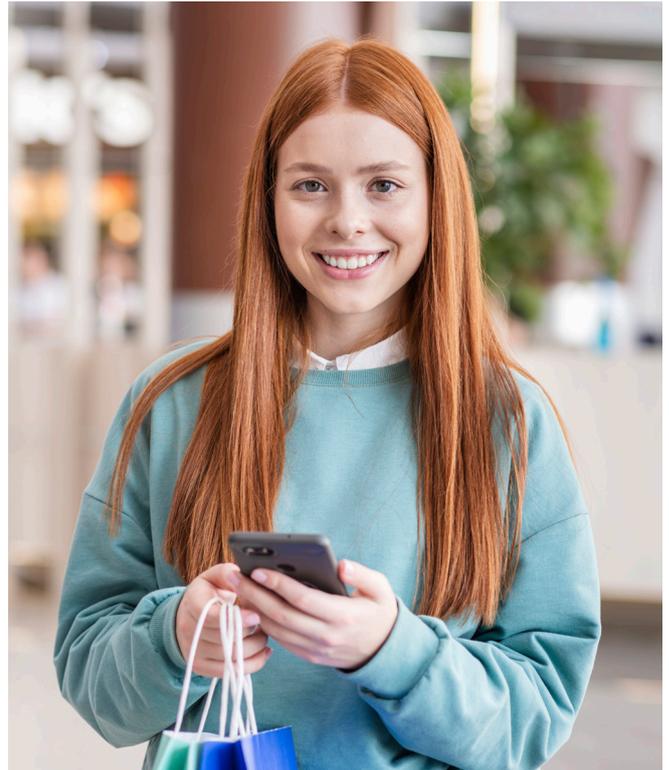


Turning product claims and visuals into powerful tools for conversion

In today's hyper-competitive market, your product doesn't just need to be seen – it needs to captivate. But how do you ensure your product claims and visuals not only attract attention, but also drive consumer action? **This is where the power of understanding consumer psychology comes into play.**

Product claims and visuals can sometimes fail to appeal to the subconscious drivers behind consumer decision making, causing product claims and visuals to fall short and leaving potential conversions on the shelf.

SKIM helps transform how the world's leading brands approach product claims and visuals. By leveraging our proven psychological principles and intuitive research solutions, companies such as Unilever and Google have unlocked the secrets to turning product claims and visuals into powerful tools for conversion.



What to expect from this guide



This guide will help you to captivate and convert more consumers. We share the secrets behind **SKIM's** psychological distance theory, which is rooted in our deep understanding of how consumers think, behave and make decisions.

To help you implement the theory and maximize conversions, both online and offline, we also provide a comprehensive set of guidelines for winning product claims and visuals.

THE RESULT?

Product claims and visuals that don't just get noticed – they make an impact. They don't just speak to the consumer; they nudge decisions in your favor.

Introducing SKIM's psychological distance theory

Psychological distance is a concept that helps us understand how people think and make decisions based on the perceived distance between themselves and various elements, such as ideas, events, products, or objects.

Psychological distance affects how people see things. Psychologically speaking, if your product or service feels closer to them, they'll think about it in a more detailed and concrete way. This means they can almost 'feel' or 'experience' your product when they see it.

To maximize conversions, it's crucial for your brand to use the right words and images in product claims and visuals to reduce the psychological distance.

When you reduce psychological distance, you're aligning what your brand promises (the experience you're offering) with what the consumer hopes for (the experience they want). This creates a deeper bond with the consumer and influences their actions in ways that are good for your brand.

Psychological distance shapes our consideration and behavior

HIGH DISTANCE



LOW DISTANCE



Research proves the impact of SKIM's theory

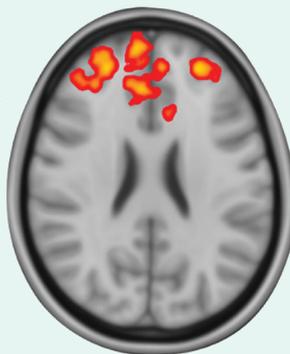


OUR STUDIES, in partnership with the University of Amsterdam, reveal compelling insights. We placed participants in an MRI scanner and exposed them to marketing materials with varying degrees of psychological distance – some high, some low. As participants viewed these materials, we monitored their brain activity to understand how they responded to different levels of psychological distance.

THE RESULTS WERE CLEAR AND CONSISTENT. Marketing communications with low psychological distance – in both messages and visuals, across all categories – effectively lowered people's inhibition to engage with the brand and enhanced their perception of its value.

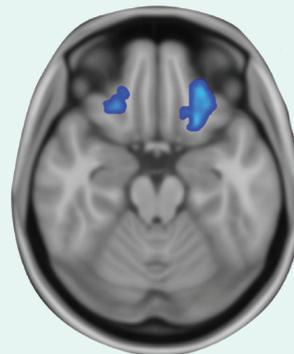
REDUCING INHIBITION

Higher activity in the Anterior Cingulate Gyrus (ACC) and inferior frontal gyrus for **HIGH vs LOW** psychological distance marketing content



INCREASING PERCEIVED VALUE

Higher brain activity in the ventromedial prefrontal cortex (vmPFC) for **LOW vs HIGH** psychological distance marketing content



From fMRI research conducted by **SKIM** and the University of Amsterdam, July '21

How does this help your brand?

SKIM's psychological distance theory can be used to drive higher conversion rates. In fact, it **helped Unilever lift its win claim rate by 30%**.

By incorporating these principles into your product claims and visuals, you fundamentally alter how the human brain processes and assesses your brand, both consciously and subconsciously.

While consumers may not consciously discern between high and low psychological distance, their brains process them differently. This distinction becomes crucial at the point of decision-making, with low distance communications more effectively driving consumer behavior.

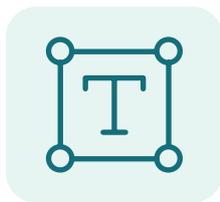
Getting started:

How to unlock more conversions

If you want to captivate and convert consumers with compelling product claims and visuals, you need to lower the psychological distance between your brand and the consumer. To achieve this, follow our proven brand communication guidelines.

SKIM'S BRAND COMMUNICATION GUIDELINES

Our guidelines are broken down into two categories:



4 guidelines for
**CRAFTING THE PRODUCT
CLAIM OR MESSAGES**



4 guidelines for
**DESIGNING THE VISUAL
COMPONENTS**

Guidelines for compelling product claims and messages

Guideline #1: Be specific

To help consumers create a concrete mental representation about your offer and its benefits, be specific in describing how the consumer will be better off from using your product or service. Furthermore, to maximize the impact of your message, lead with the benefit.

FOR EXAMPLE:

CLAIM:

"Our improved coverage means you'll never drop a call."

IMPROVED CLAIM:

"You'll never drop a call thanks to our improved coverage."

Notice how leading with the benefit makes the claim more relevant to the consumer?

Guideline #2: Use simple words

To help consumers more quickly understand your message, use simple and unambiguous language, and avoid jargon. Without comprehension, there is no meaning, and without meaning, the probability to convert consumers is limited.

FOR EXAMPLE:

CLAIM:

"Contains hydroxyapatite nano-crystals for healthy teeth and gums."

IMPROVED CLAIM:

"Contains essential minerals for healthy teeth and gums."

The consumer can now understand the benefit of the product with minimal effort.

Guideline #3: Be positive

A consumer's desired end state is always positive, so using a positive tone of voice is key. A negative tonality could create a distortion between the positive image people have in mind and the promise projected by the brand.

FOR EXAMPLE:

CLAIM:

"With extra vitamins for a healthier you."

IMPROVED CLAIM:

"Your healthy lifestyle is supported by extra vitamins."

The improved claim is more positive and supportive towards the consumer's lifestyle.

Guideline #4: Cue senses

To encourage the formation of a mental image in the consumer's mind, use words that are linked to sensorial cues. Examples of such words are 'imagine', 'taste', 'enjoy' – or words that are direct references like 'soft', 'creamy', 'silky'.

FOR EXAMPLE:

CLAIM:

"Relieves the scalp from irritation."

IMPROVED CLAIM:

"Nourishes the scalp for a clean feeling."

Not only is the improved claim more positive, but it also helps you to imagine how good you'll feel after using it.

Guidelines for compelling product visuals

Guideline #1: Focus on the product experience

To connect with your audience, they need to experience the product. To achieve this, the product experience and its related benefits should be the hero of your visual, not the product itself.

In this example, the hero of the image is the happy person with aspirational hair that has been achieved by using the product.



Guideline #2: Draw people into the narrative

People are programmed to subconsciously finish the motion on display, so creating a sense of motion through dynamic imagery is key. Additional ways to draw people into the narrative are by creating interactions (touch) with the product or giving the illusion of sound. Where possible, to further capture consumer attention and more easily convey the benefits, support claims with recognizable icons.

For example, these icons make it quicker to recognize the product's credentials and support a feeling of trust.



Guideline #3: Bring things to life by cueing senses

Bring to life what you want people to taste, feel and hear by triggering sensorial cues stored in memory. For example, an image of a flower to trigger the imagination of a scent, or an ingredient to trigger fresh taste perceptions.

In this example, images of the key ingredients help you to imagine the smell and taste of the chocolate.

ORIGINAL VISUAL:



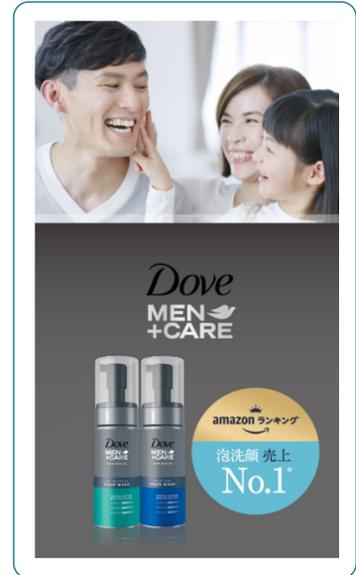
IMPROVED VISUAL:



Guideline #4: Stay positive and respectful

Keep in mind what desired product experience you are bringing to life and who the audience is. This means using positive imagery to connect with positive aspirations and not using images that could be offensive in any way.

IN SUMMARY, to captivate and convert more consumers, lower the psychological distance between your brand and your consumer by applying these guidelines to your product claims and visuals. Keep them specific, simple, positive, sensorial, interactive and experience focused.



LOW Distance



"Strengthens your enamel for all day cavity protection"



"Your privacy is protected with security that automatically blocks threats"

HIGH Distance



"The ultimate protection for your teeth"



"We are committed to making the web a safer place"



Your most powerful approach to product claims and visuals

SKIM's psychological distance theory and communication guidelines have helped to transform how the world's leading brands approach product claims and visuals, and we encourage you to start applying the guidelines to your product claims and visuals.

HERE'S HOW OUR APPROACH IS HELPING OTHERS:

*"In preparation for a haircare brand relaunch, it was vital to perfect on-pack communications. Tapping into consumer psychology was a key element in our process of revitalizing our product claims. The **SKIM** approach helped us meaningfully connect with consumers and drive choice at the point-of-sale."*

Claims Expert - Unilever

*"Message generation is hard, and we were not experts. None of us were, but we had **SKIM'S** [communications] framework now that we could get behind."*

Consumer Insights Manager - Google

"Applying the psychological distance theory and quickly testing the messages with a mobile-first approach, helped us create stronger claims. We updated point-of-sale materials to better communicate brand benefits and launched an ad campaign, reaching 5M people in a few days."

Consumer & Marketplace Insight Manager - Nestlé

"It was very shocking to me that when you start to actually invest in the image quality, there was a huge improvement in sales... With the same amount of ad spending, we could easily see 2 - 3x more conversion."

eCommerce pioneer - Qoo10

How we can help you

Beyond experimenting with changes to your claims and visuals, how can you be sure your communications will deliver the impact you're aiming for?

*Brands partner with **SKIM** not only to help them to implement the theory and guidelines, but to also put their claims and visuals to the test before reaching the shelves. Our unique approach predicts which product claims and visuals have the highest likelihood to maximize conversions, both online and offline.*

Ready to make every glance count?

*Contact **SKIM** today and learn more about how we can help you to maximize conversion success by optimizing your brand communications.*

[**SKIMGROUP.COM/CONTACT**](https://www.skimgroup.com/contact)