

CASE STUDY

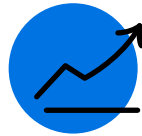
# Oil & gas brand optimizes advertisement concepts to expand consumer base



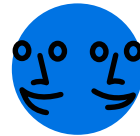
## ABOUT

An oil and gas company needed to pre-test three television advertisements for their premium fuel to uncover potential drivers of appeal and opportunities to optimize the advertisements.

## WINS



Scalable Focus Group



Deeper Audience Understanding



Pre-launch Concept Testing

## Challenge

The team wanted to gain rich qualitative feedback on three potential North American television advertisements for premium fuel. Additionally, the team needed to delve deeper into two key audience segments – current and potential customers – in order to maximize opportunities to validate and expand their customer base.

## Solution

The oil & gas company utilized a 60-minute Remesh session to collect key insights in hours instead of days. The artificial intelligence (AI) powered platform allowed the team to have a conversation with 85 members of their target audience in real-time, and analyze and organize their data on-the-fly as unexpected insights around each audience segment arose.

## Result

Within hours of running a Remesh session, the team distilled actionable insights for optimization of the ad concepts. The study revealed a need for greater clarity in the first advertisement, with 68% of participants responding that they did not realize the fuel being advertised was a new product. Other advertisements were well received by non-premium and premium fuel buyers. Additionally, the team collected robust feedback around brand messaging.

