

## Case Study: Silky Dirt

# SheSpeaks helps to build Brand Advocates through targeted product placement.



Inspired by Jonathan Antin, Los Angeles-based celebrity stylist and star of BRAVO TV's hit show BLOW OUT, Jonathan Product, LLC is dedicated to developing high-quality hair care products, accessories and solutions which deliver on the notion that hair is simple and achieving beautiful hair should and can be stress-free. Following Jonathan's vision and expert opinion on how to attain healthy hair, Jonathan Product LLC offers 100% sulfate-free, vegan formulas which contain purified, dionized Essential Water. The products are also free of alcohol, mineral oil, synthetic colorants, DEA & MEA wherever possible.

SheSpeaks was engaged by Jonathan Product to obtain feedback about Silky Dirt through product testing research. Jonathan Product sought to understand the impact of sampling Silky Dirt on Purchase Intent and Recommendation Intent measures through both pre and post test research. In addition, the company was seeking to generate buzz about Silky Dirt among influential women in their target audience.

### Jonathan Product SheSpeaks Test

Of the 1150 women in the test, 75% were between the ages of 25-44, and 86% were married or living in a partnered relationship. The women targeted for the Jonathan Product test had Household Incomes of \$90K or more, and the majority of women were college educated and employed. The respondents had a wide range of hair types, with similar proportions of women having thick or fine hair, and similar proportions with wavy or straight hair.

The Jonathan Product test population was provided with a full size sample of Silky Dirt as well as 3 small samples to share with friends and family. To understand the impact of sampling Silky Dirt, testers completed online surveys before and after using the product. In addition, test members were invited and encouraged to share their opinions of the product on a SheSpeaks message board customized for Silky Dirt. This also provided Jonathan Product with the opportunity to pose questions and obtain feedback in real time. The test achieved an 82% response rate.

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*(please turn over)*

**46%** of respondents had never heard of Jonathan product, and only 10% of respondents were familiar with Jonathan Product before the test.

**4.5%** Number of testers who had actually purchased a Jonathan product prior to the test.

**119%** increase in Purchase Intent (Top 3 Box) after respondents sampled Silky Dirt, with almost half of all respondents reporting they were very likely to purchase a Jonathan Product after sampling the product.

**82%** increase in Likelihood to Recommend (Top 3 Box) after exposure to Silky Dirt, with half of all respondents stating they were very likely to recommend Jonathan Product to friends, family or colleagues.

**68%** of women had already recommended Jonathan Product at the time of the post test, however only 9% of testers had recommended the brand before participating in the test.

## Results

The Jonathan Product test proved that product placement is a powerful tactic to drive word-of-mouth among the target audience. Prior to launching the SheSpeaks test, likelihood to purchase and recommend Silky Dirt was very low. However, after sampling the product, women's likelihood to both purchase and recommend the product to friends, family and colleagues dramatically increased. On average, each respondent intended to recommend Silky Dirt to 9 people.

The test created Brand Advocates for Jonathan Product. Test participants connected with other women to recommend Jonathan Product and even changed their own purchasing behavior. Given that free samples are the most common way women are incited to try a new hair styling product, the 3 sample packets provided to testers were a big part of generating buzz for Silky Dirt. A total of 77% of the respondents planned to share the packets with friends.

The SheSpeaks test was also a valuable tool for providing feedback on hair care product purchase behaviors and specific attributes of Silky Dirt including marketing and packaging. In general, respondents reported that quality ingredients, performance and recommendations were the key drivers for purchasing hair styling products, whereas detailed product attributes (natural, organic or vegan) and marketing factors (price, packaging) were less compelling drivers.

Respondents liked Silky Dirt and believe it is a high-quality, high-performance product. Testing Silky Dirt dramatically increased Purchase Intent and Recommendation Intent of Jonathan Product - after testing the product, 46% of respondents gave it a Top 3 Box rating overall, with 45% very likely to buy the product and 50% very likely to recommend it.

## Client Feedback

"When we embarked on this test with SheSpeaks members, we expected to get some interesting insights and good information. Little did we realize that the richness of the feedback would help to guide strategic decisions that we had been struggling with. The insights that we gleaned from the research will help to inform our future strategy with branding, distribution, packaging and other key efforts. We are very excited about this work and it exceeded our expectations - thank you SheSpeaks!" – **Jonathan Product**

## What SheSpeaks Testers Said...

*"First of all I LOVED the smell. I have short hair that I just blow dry and use a product to make it "stick" up. The Silky Dirt kept it up, even in the wind, was not gummy or greasy at ALL. I am a non working hairdresser and would recommend this to others."*

*"I've tried similar products, and the Silky Dirt was by far the BEST! It wasn't heavy or greasy, and didn't weigh my hair down. The consistency and smell were wonderful. I was impressed by the ingredient list. Can't wait to tell everyone about it!"*

*"I loved this product! My favorite thing was the wonderful shine that it left on my hair. I also loved the way that it made my hair smell and feel. I am not that crazy about the name, so I don't think that I ever would have purchased it. Thank you so much for the chance to try it!"*

*"I loved the smell. And it made my hair feel wonderful and look really good. I felt good just having this product on my hair. And I love Jonathan Product. This is a product I will purchase in the future because I had the chance to try it."*