Which Product Proposition Will Drive Purchase

CATEGORY **Personal Care**

1 Business Challenge

A personal care business wanted to compare multiple product and communication propositions within one subcategory before taking them to market. The decision required more than a preference score. The team needed to know which benefits consumers understood, which claims felt credible and which propositions could influence consideration and purchase.

The objective was to create a faster pre-market learning loop before committing further research, production or media resources.

2 What ZCoded Did

ZCoded built behaviourally differentiated consumer personas and AI behavioural archetypes representing the target audience. Each proposition was shown to the same simulated consumers under a controlled framework so the results were comparable.

The simulation assessed relevance, benefit comprehension, believability, differentiation, value perception, emotional response and purchase consideration. Persona-level reasoning then showed how reactions changed across consumer mindsets and decision drivers.

3 Key Insight

Product appeal alone did not predict consideration. Some propositions generated immediate interest but weakened when consumers assessed the credibility of the benefit and its reason to believe. Others appeared less novel but performed more consistently because the promise was easy to understand and connected to an existing need.

The analysis separated propositions that attracted attention from those more likely to support purchase.

4 Outcome and Action

The team received a comparative view of the propositions and the reasons behind each response. This showed which propositions to prioritise, which messages required refinement and which consumer mindsets were most receptive to each direction.

Decision enabled Focus further development and validation on the strongest propositions while improving the claims and proof behind the rest.

COMMON METHODOLOGY

ZCoded combines relevant source data, rigorously configured AI models, established behavioural frameworks and the category context in which choices are made. Personas and Digital Twins are refreshed with updated inputs when available and tested under a consistent simulation design, enabling like-for-like comparison across concepts and audiences.