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Brand Claims Made Visible via Pantomime

How professional actors help naïve consumers embody their inner pictures

Séissmograph annual report 2019

Experimental qualitative study

conducted by Séissmo – Markt und Forschung

Research scope and methodology p.3

Learning: What can you expect from a good claim? p.9

Beauty, health and hygiene industry p.16

Food and drinks industry p.30

Retail industry p.40

Tools and Technology industry p.50

Research background and objectives

- ▶ We observed a lot of insecurity among brands when it came to choosing, validating or checking and verifying the performance of their claim.
- ▶ Here are the main questions which inspired this research:
 - ▶ Does a brand need a claim?
 - ▶ What can a brand expect from a claim?
 - ▶ How to test a brand claim to shortcut “cognitively processed, rational, smart answers”?
 - ▶ What if we asked consumers to make their inner pictures visible when confronted with a claim?
- ▶ We found a way to engage consumers emotionally, quickly and playfully whilst listening carefully to their verbatim while giving instructions to a professional actor. Discover more on the next pages !

Research design focused on Brand Claim while respecting the Corporate Identity

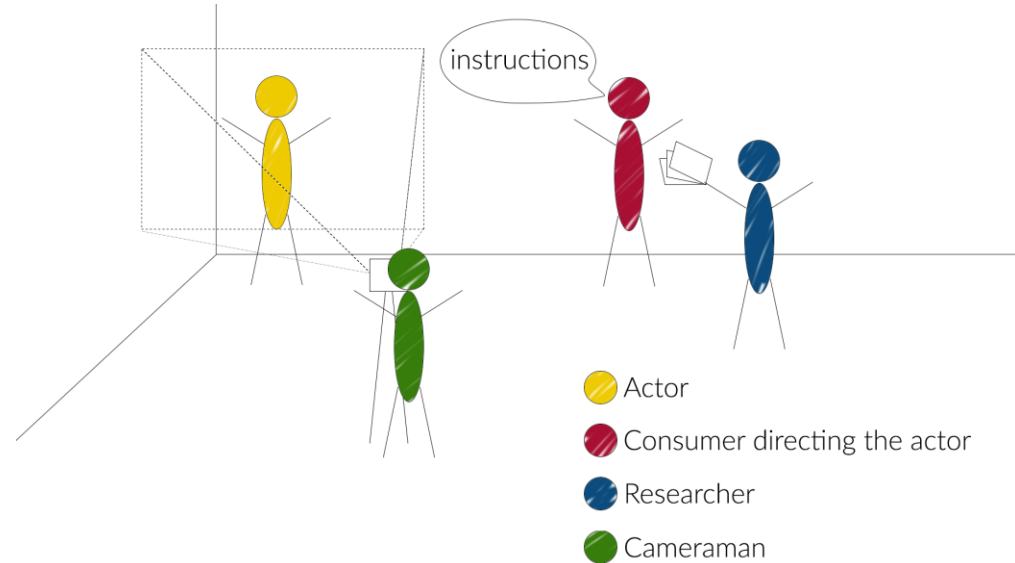


- ▶ **58 different brand slogans**
- ▶ **14 different categories** such as food, household appliances, automotive, health and beauty, retail, etc.
- ▶ **46 consumers** interviewed, aged 17 to 71 years old, men and women, good mix of social classes
- ▶ The single slogans were printed **on cards** together with the **corresponding brand logo** (full CI).
- ▶ All cards split into **5 rotations**, one set of cards included **11-12 brands**.
- ▶ **Each respondent assessed one set of cards** and picked the brands in a random order.
- ▶ The interviews took place on 3 different days in **Mannheim**.

More than 20 hours of video material to analyze!
A total of 6,000 pictures, poses taken and expressions portrayed!

A set-up based on the dynamic interaction of the consumer with an actor at his/her service

- Respondents slipped into the **role of director** and instructed our actor to show a specific facial expression or pose, in order to express the brand slogan **as they, the consumers, would understand/ picture it** in their mind.
- The actor then had to demonstrate the respective slogan **only using body language and facial expression** – no verbal dialogue allowed.
- Participants were required to **describe the slogan in their own words**, so that the actor was able to portray it.
IMPORTANT: They were asked **not to use the words of the slogan and not to reveal the brand**.
It “forced” them to paraphrase and **go beyond the usual vocabulary**.



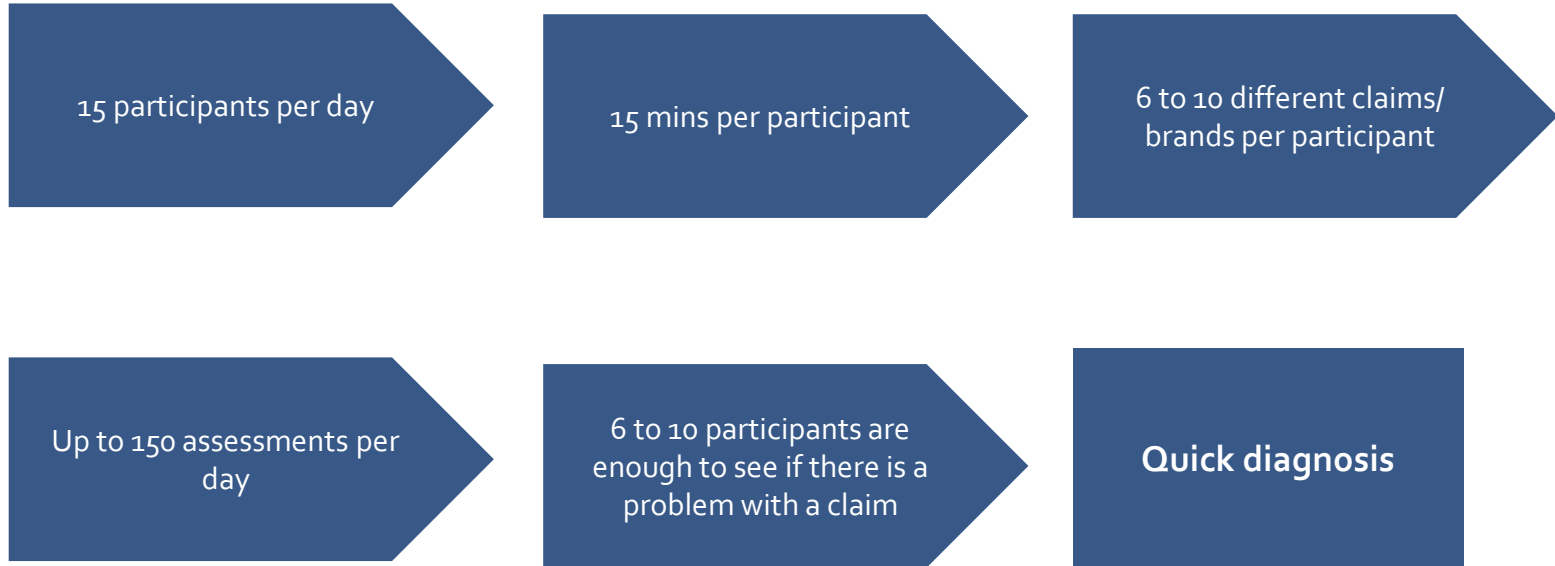
**The actor was a puppet in the consumers' hands.
He was instructed to follow orders and not to interpret anything himself.**

Assessing brand claims: What the pantomime methodology reveals

- ▶ The methodology is very efficient to understand:
 - If consumers understand the claim or not
 - The emotions they project onto it
 - The images that come to their minds
- ▶ It is good to check brand awareness (even if it was not the objective of this research)
- ▶ Pictures and verbatim complement each other
- ▶ The verbatim is rich and full of anecdotes because consumers are not allowed to mention the brand. It requires them to go beyond the usual rational description.

- ▶ We often had the case of consumers describing situations involving the products or the category **instead of focusing on the meaning of the claim.**
 - We then had to analyze if it was due to a **strong category halo effect** (making it hard to focus on something other than the category script, for instance driving cars or putting food/ drinks/ cigarettes into the mouth)
...or if it was because the claim was **complicated to understand**

A quick and cost-efficient methodology



Reliable results and diagnosis

Very intuitive and spontaneous method

Not rationalized: Participants focus on what the actor is doing and forget what they are saying

Having to create a picture forces them to be straight to the point and synthetic

Direct validation of understanding, of clarity of the message, of homogeneity of results

Reliable results

Many clients confirmed that the results were in line with the results they obtained with more exhaustive studies

Which is remarkable given the fact that we recruited a broad target group, confirming our assumption that a claim is a public good and must be able to address everyone

We recommend the method to test slogans, product names and to verify brand awareness



**Learning: What can you expect from
a good claim?**

The level of brand awareness is the key to analyzing a slogan

- ▶ Is a **good slogan** able to fill an unknown brand with content?
The answer is no.
- ▶ Consumers react **emotionally** to brands that **they know/ are familiar with**.
- ▶ When confronted with a **brand that does not ring a bell** to them, or when they don't know the category well, their **first reaction** was to assume that they **could not do the exercise**.
- ▶ They felt the **need** to have **what the brand was about explained to them**.
- ▶ The **slogan**, even if it is **very good**, will **not be enough** to **raise interest in the brand** if it is **unknown** or **not attractive** to the consumer.

The slogan needs to resonate with the respective category drivers

- ▶ Another main success factor: The **relevance of the message** within the respective category, has to meet the needs and desires which **eventually drive the purchase**

A few examples...

DIY for men or... Beauty for women

- ▶ It's about pride, self-esteem, self-confidence, narcissism

When a DIY retailer starts to list the never ending things to do, it discourages the person in need of carrying out the tasks

Food, drinks, cigarettes

- ▶ It's about oral pleasure, enjoyment, possibly transgression

When a brand for ready mix cakes talks about quality, consumers keep refocusing on taste

Services and commodities (energy, banking, insurance...)

- ▶ It's about efficacy, reliability, safety

When an electricity provider uses the word enthusiasm, it appears artificial

A good slogan can deliver a lot of “endorsement” to a brand

- ▶ Provided that the brand is **known**, the slogan can reinforce it.
- ▶ Brands use different strategies:

Claims explaining the brand

- ▶ “Orangina, mit Fruchtfleisch!”
- ▶ “Super Natur Markt”
- ▶ “Die Gesundheitsmarke”
- ▶ “Für jedes Aua gibt’s ein SOS”

Descriptive, simple – might be too inconspicuous but sometimes enough

Claims expressing quality (and/or superiority)

- ▶ “Snack nicht irgendwas”
- ▶ “Weil Sie es sich Wert sind”
- ▶ “What else?”
- ▶ “Ohne Tefal. Ohne mich”

Classic strategy and compelling – careful with negative framing

Claims expressing subtlety, mind set, attitude in life

- ▶ “L’énergie de la beauté”
- ▶ “Hier bin ich Mensch. Hier kaufe ich ein”
- ▶ “Act beautiful”
- ▶ “Und das Leben kann passieren”

Requires cognitive effort – risk of high selection of potential audience

Brands use other strategies to convince

Claims **bringing emotion** via **pleasure of use**

- ▶ “Wir lieben Lebensmittel”
- ▶ “Was Tiere lieben”
- ▶ “Freude am Fahren”
- ▶ “Wieder Freude an Bewegung”
- ▶ “Géramont, c’est bon!”

Promise of attraction, addiction, indulgence
– fits into categories of high personal involvement

Claims expressing **efficacy**

- ▶ “Immer besser”
- ▶ “Technik fürs Leben”
- ▶ “Hilti. Outperform. Outlast”
- ▶ “Wenn’s gut werden muss”
- ▶ “Wo Wirksamkeit wächst”
- ▶ “The power of life Plankton”

Promise of result – but not always immediately transformed into an end-benefit

Claims calling for **action, movement**

- ▶ “The future in motion”
- ▶ “Move forward. Together”
- ▶ “Es gibt immer etwas zu tun”
- ▶ “Just do it”

Promise of dynamism, progress, innovation – might lack a link to the personal benefit (“what’s in it for me”)

Some learning about the tonality and semantic field chosen

- ▶ If the claim contains **generic words** (e.g.: “technology”) it seems **abstract** to consumers. Even if they **cognitively** understand the slogan, they have to **go through concrete examples** to picture its meaning.
- ▶ If the **vocabulary** is **very specialized** (e.g.: “Power of life Plankton”): consumers might be **confused** and **have difficulties understanding** or creating an **image in their mind**, therefore they might **not feel concerned** about it
- ▶ If the claim is **abstract or philosophical** (e.g.: “Und das Leben kann passieren”): risk that it appears **disconnected** from the brand or that consumers have the feeling that they understand it but they struggle to explain it
- ▶ In case of claims trying **to link two different topics/ actions** (“Wirkt. Natürlich.”), consumers tend to focus on one alone.
- ▶ **Foreign language**: risk of **misunderstanding** and **lack of involvement**
- ▶ When there is a **subtlety** in the claim (**word play, irony**): risk that it is not understood by all
- ▶ If the slogan is **phrased negatively**, it risks creating a form of **distance/ rejection**



Let's dive into different industries

Beauty, health and hygiene



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Weil Sie es sich wert sind.
L'ORÉAL
PARIS

BIOHERM
THE POWER OF LIFE PLANKTON



Wirkt.Natürlich.



Wellness that Works.™



Zirkulin - Leben in gesunder Balance.



Slogan fitting into one's personal desires

"Deep satisfaction, exaltation and superiority"

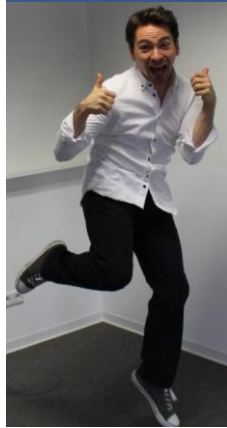
- ▶ **Very well-known and evocative brand** immediately linked to cosmetic products.
- ▶ The slogan **supports the brand perception**, but is apprehended differently. It seems to offer a **surface of projection for the personal desires**.

Providing a feeling of inner, deep satisfaction



- ▶ Relaxation
- ▶ Comfort
- ▶ Well-being

Providing a feeling of exaltation and enthusiasm



- ▶ Happy/ smiling face
- ▶ Joy

„Da kannst du dich freuen. So wie:
alles super!“

Providing a feeling of (product) superiority and personal reward



- ▶ Promising premium quality
- ▶ Is worth paying more for
- ▶ Indulging oneself as a result

„Wir investieren ein bisschen mehr Geld, um
uns etwas Gutes zu gönnen.“

A difficult slogan of an unknown brand

“Somehow related to beauty”

- ▶ No respondent knew the brand. Hence, most respondents were not able to explain the slogan without explanation.
- ▶ However, the logo indicates that the **brand is about cosmetics (color, the word Beauté and Paris)** and therefore addresses women. But only very few participants can grasp a further meaning of the slogan.

It is all about “Beauty and cosmetics”



- ▶ Participants only focus on beauty, cosmetics, the female face, applying a product

„Wir sind jetzt eine Frau und haben ein neues Produkt entdeckt. Und vor dem Spiegel wenden wir das an.“

Only few respondents are able to depict: “Energy, quality of life, self-confidence”



- ▶ The products impact your whole life: they make you look more vibrant and give you energy and self-confidence.

„Da geht es um Produkte, die nicht nur dein Äußeres, sondern auch deine ganzen Lebensqualitäten beeinflussen. Sowohl für dein strahlendes Aussehen, und auch die Energie, die hinzukommt.“

Underperforming slogan suffering from abstract content "Beauty" without "act"

- ▶ The slogan is not fully understood: Respondents depict different meanings but always neglect the aspect of "Act".

For the majority: General comments about beauty



- ▶ **Stereotypes** about beauty (celebrating one's image in the mirror or fixing wrinkles/pimples).

„Die typische Model-Pose mit der Hand durch die Haare und verträumt in die Kamera gucken.“

„Aber morgens geht man so ins Bad und vor den Spiegel, das ein oder andere wird dann in Ordnung gebracht.“

A few consumers go further and interpret the message towards "feeling self-confident"



- ▶ A message about self-confidence, feeling comfortable in one's skin and showing it.

„Dass man sich selbstbewusst fühlt, sich wohlfühlt in seinem Körper, und das dann auch so ausstrahlt.“

Not a meaningful slogan, difficult to understand “Tiny creatures swimming in the ocean”

- High percentage of respondents who state that it is **difficult** to depict the slogan or who even **refrain from explaining**.
Only generic and also very brief description of the category for those participants who do carry out the exercise.
- Despite a rather well-known brand name, participants had a hard time creating inner pictures about it.

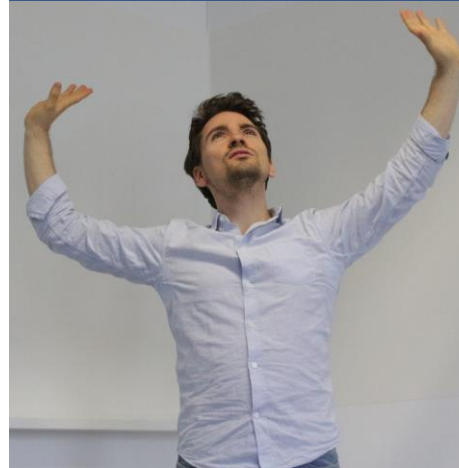
Most respondents do not understand the slogan



- They refuse to explain the slogan.
- If they agree to depict the slogan, they actually only give a generic description of the category.

„Schönheit. Gepflegtheit.“
„Die Hände ins Gesicht und einfach mal so kleine, kreisende Bewegungen machen.“

Only few respondents understand and describe the slogan



- Focus on life: a tree
- Description of tiny creatures swimming around to portray the plankton



„So etwas wie Leben oder einen Baum oder so etwas darstellen.“

A slogan playing a secondary role behind the brand

“Relaxing products” for youngsters vs. “therapeutic” for seniors

- ▶ All respondents **know the brand** and the slogan doesn't cause any immediate problem of understanding.
- ▶ However, the **slogan is not meaningful enough to motivate targets with low brand affinity.**

The slogan states the (already well-known) natural aspect of the brand

- ▶ Natural products, on a natural basis, not chemical, essential oils

„Ist ein Produkt auf natürlicher Basis. Ein Produkt, das ohne Firlefanz rein natürlich wirkt. Keine Chemie, keine technischen Handlungen.“

The efficacy aspect is interpreted differently depending on age

Young women (<40) focus on the relaxing effect



- ▶ Lying in the bath tub
- ▶ Pleasant, relaxing effect, well-being

„Du liegst in der Badewanne. Hast dir ein Vollbad einlaufen lassen, mit ätherischen Ölen. Es ist wohltuend und entspannend.“

Older targets envision a therapeutic effect in case of physical pain



- ▶ Therapeutic, rehab, body pain
- ▶ Expecting a medicinal product to help them feel better/to recover

„Eine Medizin, ein Produkt, eine Salbe und freue mich dann, dass es mir vielleicht etwas besser geht, wenn ich das genommen, eingerieben, inhaliert habe.“



Wellness that Works™

A complicated slogan that leads you down the wrong path

“Relaxing, feeling at ease”



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- ▶ The brand logo is **not recognized** by the majority of respondents. The moderator had to say “Weight Watchers” out loud .
- ▶ The slogan is only **partially processed** since most respondents only focus on **Wellness** and don't integrate the **Work** dimension.
- ▶ In addition, **wellness is understood as a (passive) status of well-being** but **loosing weight** (which is what is related to the brand) is to do with having an **(active) attitude related to fitness and working out.**

Most respondents understand wellness as a passive action

“Feeling well, at ease”



- ▶ Doing wellness
- ▶ Relaxing
- ▶ Feeling at ease
- ▶ Not feeling any pain

„Ergonomisch, gut für den Rücken vielleicht. Du arbeitest am Computer. Dir geht es gut. Du hast keine Schmerzen.“

„Zufrieden schauen, glücklich, als wenn Sie gerade einen Wellness-Aufenthalt hinter sich haben.“

Only a few younger respondents get the intention of

“Achieving a goal, making progress”



- ▶ You are dissatisfied so you set a goal and you are proud once you have achieved it.



„Neue Ziele setzen, Motivation, Selbstbewusstsein, Ziele erreichen, neue Vorsätze schaffen, einen Fortschritt geschafft haben, stolz sein.“

Difficult slogan reaching young and old people differently

“Stay healthy, but if you get sick, you will be helped”

- It is **not an easy slogan** to portray because it does not describe an action, but the **generic category** (health insurance)
- Very few consumers understand the word play **insisting on health instead of disease** (Gesundheitskasse vs. Krankenkasse)
- There is a clear **difference of interpretation** between **younger** (<40) and **older** (>40) participants:

Younger participants get the prevention message

The slogan means: “stay healthy”



- Nature, movement, sports:** keeping in **good shape** helps you stay healthy
- Health prevention** (pro-active): they do not mention negative words like disease

„Man ist in der Natur unterwegs“
 „Du willst Sport machen für deine Gesundheit“
 „Du hast nur die Gesundheit im Kopf“

Older participants focus their attention on the curative aspect

The slogan means: “we protect you”



- Feeling safe, protected and supported** when confronted with health problems
- The **brand is reliable and competent** (however: this could apply to the category in general!)

„Man ist abgesichert“
 „Jemand anderes hilft mir, wenn es mir schlecht geht“
 „Sehr seriös gucken und Arme verschränken“



Slogan with a clear, but introvert message "Recovering the well-being"



- ▶ The interpretation of the claim is **very similar** among all the targets (age and gender) and **conveys its message**
- ▶ For some of the **older** respondents, the claim is **not easy** to portray because of its **deep, inner (hidden) dimension**
- ▶ Please note that young men don't know the brand

A medicinal, curative product against pain or discomfort



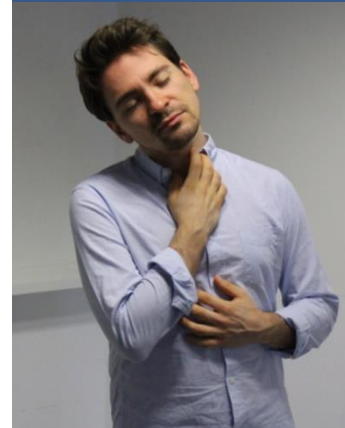
- ▶ A drug to relieve pain or discomfort



- ▶ With a **relaxing, calming** effect

„Kennst du das Gefühl, wenn du nicht kacken konntest und dann konntest du auf einmal und du fühlst dich total entspannt? So, wie nach einer Verstopfung“
„Sie sind erleichtert, dass es ihnen besser geht“

On a side note, the slogan expresses the depth of the inner voice



- ▶ It's about being in touch with one's **body signals** (encouraging people to listen to their body when not feeling well)

„Auf seine Gefühle achten, in sich hineinhorchen“
„Auf seine Emotionen schauen“
„Inneres hören“

Difficult and intellectual slogan torn between 2 promises

“Quick Relief vs. Slow Recovery”

- ▶ The brand is not known among the **younger targets** (<40), which makes it **difficult to engage** with the claim. **Older targets** (>60) feel **close enough** to the brand to associate content to the claim.
- ▶ However, the slogan is **intellectual** and **not very intuitive** since it is **split** into two (contradictory?) parts: **efficacy and growth**

Decoding 1: Focus on efficacy in the claim



- ▶ A **cure which works**
- ▶ Relieving and relaxing
- ▶ Recovery from pain or discomfort
- ▶ Well-being and satisfaction

Decoding 2: Growth of a plant => natural but also gradual

- ▶ A **natural** product, made from **plants** and **without chemical** ingredients
- ▶ It works **slowly** like a “tree growing”



„Du hast etwas getan und es hat funktioniert“
 „Keine Schmerzen mehr“
 „So entspannt, dass man fast einschläft“

„Es geht um Pflanzen für medizinische Zwecke“
 „Wo man nicht unbedingt Chemie dazu braucht“
 „Du fühlst Dich **etwas** besser“



Slogan easily translated into: “A solution for small injuries”



- ▶ The participants showed **no difficulty** portraying the claim: it was quickly developed with a lot of **story-telling**
- ▶ **Very clear message**, which fits to the brand and the product

Solution for small injuries



- ▶ Easy and practical **solution** for every kind of **small** accident or small emergencies at home, at work or on the go
- ▶ Feeling of **being helped** or being **able to offer help** to someone else

„Wenn du irgendwo hingefällst, dann brauchst Hilfe. Das ist so was kleines, für kleinere Verletzungen“

„Ein Autofahrer ist unterwegs (...), ein Radfahrer ist leicht gestürzt (...) ich hole meine Rettungsbox aus dem Auto (...) ich habe das richtige gefunden: ein tolles Pflaster“

- ▶ Well-known brand which shows **no difficulty** in portrayal
- ▶ Clear message: **enjoying life without pain**

Free movement without pain



- ▶ No pain
- ▶ Free movement
- ▶ Freedom
- ▶ Happiness
- ▶ Dancing

„Schwungvolle Bewegung“

„Ein Schmerzmittel, wodurch man wiederum Lebensfreude erlangt, wodurch man wieder die Beweglichkeit miterlangt, vielleicht ein bisschen tanzen, so eine Pirouette“



Two messages that flow into a single idea

“Life balance is the key to health”



- Brand with **low awareness** (independent of age and gender)
- The claim can be divided into two parts: “Die Gesundheitsmarke” and “Leben in gesunder Balance”

Die Gesundheitsmarke

- Described by very few participants (too descriptive, not very engaging)
- Recovery** from an **uncomfortable** health situation (satisfaction, happiness)

„Also richtig glücklich, dass es ihnen jetzt besser geht“

Leben in gesunder Balance



- For most of the participants, the claim expresses **life balance, health and vitality**
- Practicing sports, yoga, having a good night’s sleep and a balanced diet help you to **stay healthy**

„Vitalität und Gesundheit“

„Eine Yoga-Pose“

„Locker, gesund, fröhlich, nach dem Aufstehen, beim Frühstück mit der ersten Tasse Kaffee, die Vitamintablette“

Equivocal claim, low engagement level and brand support

“feeling happy/ safe, calm/ full of energy”



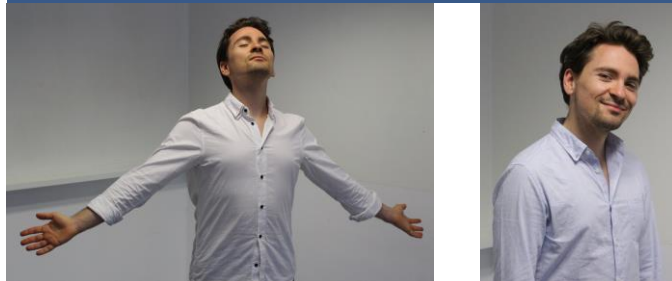
- There is **some confusion among the respondents about the brand image** (no sharp contours, rather old) and **portfolio** (Natural cosmetics? Detergents, stain removers? Drugs for stomach pain? Men’s products?)
- Generally, respondents **struggled to translate the claim into an attitude, an expression or an action**: “it’s kind of philosophical”
- Only 1 out of 7 participants understood the slogan in the way it was originally conceived [let life happen]

Take it easy, be spontaneous



„Da würde ich ein weißes Hemd anziehen. Ziemlich sauber, aber trotzdem keine Angst vor dem Anpacken. Nach dem Motto: kann ja eh nichts passieren.“

Relax, be content



„Die Augen zu schließen, die Hände neben den Körper als würdest du gerade auf so einer Bühne stehen und dir frischer Wind entgegen wehen würde. Genau, so ganz entspannt!“
 „Eine gewisse Leichtigkeit, auch so vielleicht ein kleines Lächeln im Gesicht, und trotzdem ein bisschen selbstbewusst“

Enjoy, seize the day!

„Wie ein Aufputzmittel, gibt einem einen gewissen Auftrieb, einen Aufschub, um das Beste aus dem Tag zu machen“



Food and drinks



Krombacher
EINE PERLE DER NATUR



Qualität ist das beste Rezept.

Alles müller, ... oder was?





A clear slogan supporting the product benefits "An indulgent but also healthy snack"



- ▶ The brand is **well-known** by all randomly chosen respondents.
- ▶ The slogan is **easy to understand** and conveys a very **homogeneous picture** across gender and age groups.
- ▶ It communicates the two main product characteristics: **Indulgent AND healthy**.

The slogan means:
"Delicious, tasty, indulgent"



- ▶ **Indulgence:** delicious, tasty and makes you feel good



„So lecker“
„Das zielt auch wieder auf diesen dynamischen Genuss ab“
„Ich esse etwas Leckeres“

But at the same time it is:
"Healthy, not sweets, well-considered"



- ▶ Despite being a snack, the product is **healthy**, not sugary, not a sweet, well-considered, not just anything



„Die gesunde Art von Zwischenmahlzeit“
„Du hast jetzt eine gewisse Selektion von Nahrungsmitteln, das heißt, du ernährst dich nicht von irgendetwas“



Qualität ist das beste Rezept.

Easy to understand but resonating with the category “Rather related to indulgence than quality”



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- Brand with **high awareness** among the full sample.
- However, **respondents tend to describe the end result you get with the products, rather than the claim.** Despite the fact that the slogan talks about quality, respondents focus on **indulgence**. Only one participant mentions quality.

Everybody is thinking about “Treating yourself”



- It's all about **indulgence**: treating yourself, feasting, being in joyful anticipation of the moment of consumption



„Die Geduld hat ein Ende. Die leckere Götterspeise kommt aus dem Kühlschrank. Mit einem großen Löffel wird das jetzt verzehrt.“

„Genuss, Freude, was Kulinarisches, was vielleicht auch kalorisch sein könnte, was gut tut.“
„Kein Grundnahrungsmittel, sondern eher etwas, was man sich mal gönnt.“
„Man testet es aus und merkt einfach das Gute daran.“

Voilà.



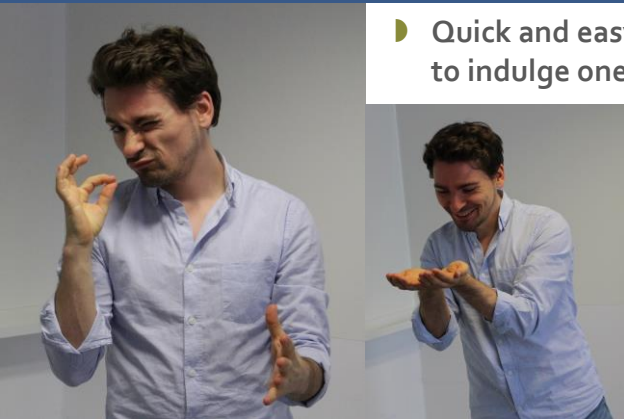
Slogan dependant on category affinity for its decoding “Convenient, ready-to-eat (and indulge)”



- ▶ Even though many respondents did not know the brand, they were **all able to describe the slogan** once told it's a brand of bagged salad in the chilled aisle.
- ▶ Depending on their **ability to relate to the category**, respondents understood different messages:

Women think of “Convenience & indulgence”

- ▶ Quick and easy ready meal to indulge oneself



„Es ist schnell vorbereitet und schnell fertig.“
„Wenn man das entsprechende Produkt auf seinen Teller geladen hat, freut man sich auf den Genuss.“

Most of the men are only “Presenting the product”

- ▶ Men lack involvement in the product category and focus on displaying a finished product....
- ▶ Or show a neutral facial expression.



„Ich würde eine Handgestik machen, wo du etwas präsentieren möchtest.“
„Ich würde ganz neutral sein und mehr Glück reinbringen.“



A clear slogan describing an intense product experience

"Indulgent (French) food"

- It was **not difficult for participants** to explain the slogan.
- All respondents have the TV commercials in mind. Everybody describes a situation related to the **process (ritual) of eating**.

All respondents describe Food intake and the eating *setting*



- Appetizing food/ cheese for personal indulgence
- Breakfast & pick-nick situations mainly, also a nice evening
- Eating puts you in a pleasant mood

In addition, older respondents mention the country of origin: "French, Paris"



- Géramont makes some of the older respondents (>40) also think of Paris, France.

„Französischer Genuss “
„Paris, gutes Essen, Wohlfühlen,
appetitlich“

„Man hat ein Stückchen Käse gegessen und ist kurz davor das nächste Stückchen zu nehmen, weil es doch so gut war.“
„Als wenn Sie einen Gegenstand in der Hand hätten, den zum Mund führen und ein bisschen freudige Erwartung haben.“
„Beim Frühstück oder beim Picknick sind wir jetzt und dann sind so ein paar Sachen vorbereitet.“

Claim not managing to surpass the category “Indulgent, refreshing products”

- ▶ **High brand awareness.** However, the **slogan does not add content** since all participants describe the dairy category benefits (indulgence, refreshment or unique taste) rather than the slogan.
- ▶ It is mirrored in the fact that the slogan generates poor verbatim despite a link to German food tradition.

Most respondents think of “Indulgent, refreshing products” (Müllermilch effect)



- ▶ Indulgence, feeling refreshed
- ▶ Unique taste

„Du hattest einen langen heißen Tag. Du hast endlich was zu trinken nach ein paar Stunden. Du bist sehr erfrischt und das hat gut getan. Aaahhh“

Only few respondents think of more than just the product experience



- ▶ When you hear the slogan or see the products, you feel at home wherever you are

„Damit bist du aufgewachsen. Das ist was, das dazu gehört. Das ist so Heimat.“

Powerful slogan expressing exclusivity “The only possible choice”

- ▶ Huge brand awareness, no difficulty in portraying it
- ▶ The message of **exclusivity, uniqueness** and **superiority** is well understood

Superiority of the product and rejection of any other



- ▶ The brand **superiority** is not debated and makes it the **best** and **obvious** choice

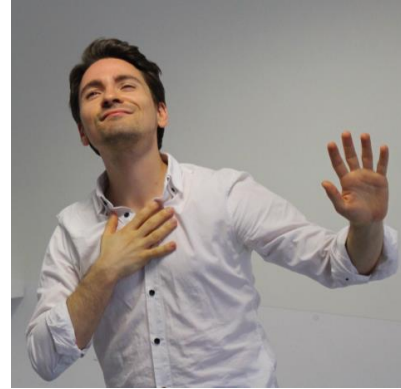
„Du bist die Wahl, du bist der Richtige, die große Reputation.“

- ▶ Therefore **this product** is the **only option** and the **others** are rejected

„Das hier und kein anderes.“
„Sie möchten eigentlich gar nichts Anderes, nur dieses Produkt.“



Quality, promise to enjoy the moment



- ▶ **Quality, pleasure, enjoyment, delight**

„Auf jeden Fall der Genussmoment. Wenn man trinkt und der Genussmoment. Und die richtige Zufriedenheit dann.“

An abstract claim, eluded by the famous brand

“Enjoy drinking beer in the great outdoors”

- ▶ The claim is **abstract** and **not easy to decode**. The **meaning of the claim** (a product of rare quality offered by/or derived from nature) is **hard to translate into a face or body expression**.
- ▶ Therefore participants **focused on the category** and **describe consumption of the product** (relaxing situations, enjoying beer).

Description of the pleasure of consuming beer



- ▶ **Most** of the participants **avoided translating the claim** and just **described situations of beer consumption**

„Eine Flasche halten und trinken“
„Genießer-Ausdruck. Er hat Durst und freut sich, dass er jetzt genießen darf“

Nature is understood as the scenery to drink beer

- ▶ Some participants translated “Nature” by **describing a scene of drinking beer in nature** (trees, landscape, garden, blue sky...)
- ▶ They don’t seem to interpret the meaning of Krombacher beer being a **product of nature**

„Bisschen was Natürliches, etwas mit Natur. Ja, man schaut sich die Bäume an, den Himmel“
„Wenn man an einem See ist, dann genießt man das, zum Relaxen“



The world “pearl” was almost never mentioned

- ▶ Participants **struggle to render the world “Perle”** and its meaning of high quality. **Only one participant** described a pearl as such

- ▶ The claim delivers a **simple description** of the product, therefore it is **very easy to understand**. Since it is very cognitive, it is **not easy** to express with a **facial or corporal expression**.
- ▶ Consumers **did not have a lot to say about it** (no story) and mainly **described what they knew about the product itself** (orange juice in a can for young people)

Participants simply described the consumption of Orangina (description of the product itself)



- ▶ They mainly described what they know about the product:
 - An orange juice with pulp in a can (to drink with or without a straw)
 - A sweet beverage that children and young people like
 - Fresh, fruity, refreshing in summer
- ▶ The specific idea “with fruit pulp” was hard to translate into a story

„Es ist Orange in einem Behälter drin, trinken viele Kinder gerne, mit oder ohne Strohhalm“

„Ein Erfrischungsgetränk für jüngere Leute, etwas Besonderes, es schmeckt, es ist süß“

„Ein sommerliches Gefühl kommt dabei rüber, ein bisschen lässiger, freundschaftlicher, mit Leuten unterwegs“



The logo and brand image override the claim “Be an English Gentleman”



- As the **brand** and especially the **logo** are **famous**, many respondents have the image of the **iconic walking gentleman** in mind, therefore they describe a **lifestyle related to it** (an English gentleman)
- Most of the consumers did not manage to make a link** between the **spirit** and the **claim**. They simply **described situations of spirit consumption without making allusion to the idea of walking**. **Question:** Is walking closely linked to whisky consumption?

Consumers project an image of English aristocracy

- Participants **projected an attitude of an English gentleman**: noble, calm, self-confident, proud with a bit of arrogance



„Ein richtiger englischer Stil, selbstbewusst“

„Es suggeriert eine Art Gentlemen-like Leben, etwas edler, mit Gehstock und schönem Zylinderhut“

The idea of walking was skipped

- Only one participant asked the actor to walk



They focus on the consumption of spirits and its feeling of relaxation

- Participants **described the consumption of a spirit** (relaxing, enjoying the moment, well-being)
- Postures are **sitting comfortably** and **NOT WALKING!**



„Jemand sitzt in der Bibliothek, in seinem Herrenzimmer und nimmt davon einen Schluck“

„Ich brauche etwas zum Absacken, setze mich gemütlich auf meine Couch“



Retail



A rather dichotomous claim

“A great life, to feel good in one’s body”

- ▶ The slogan is **not very intuitive** and participants struggle **where to put the focus between SUPER and NATURE**
- ▶ Generic understanding potentially applicable to **any** organic offering

SUPER

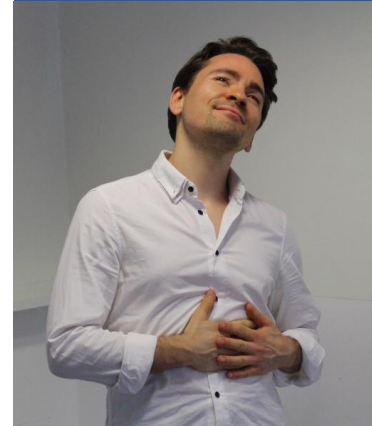


- ▶ Exaggeration, euphoria
- ▶ Physical activity, movement



„Frische, Freiheit/ in die Luft springen/Yay!“

NATUR



- ▶ Feeling safe, calm, serene, inner contentment
- ▶ Body and mind in harmony



„Als ob Sie auf einer schönen Wiese wären oder im Wald“
„Ein gesundes Wohlbefinden“

Immediately engaging, powerful and evocative claim “I love food (and purchasing it)”

- ▶ The **semantic choice of “loving” food/ groceries** makes consumers speak richly about the **affection** and the **bond** between them and food consumption. We observe **emotional intensity** in the vocabulary.



- ▶ Obviously “touching” slogan
- ▶ Combines depth (inside the body) and a radiant expression outside

„Liebe geht durch den Magen“

„Man ist Feuer und Flamme für das Produkt. Es ist eine sehr große Emotion, die man dem Produkt gegenüber empfindet.“
„Es geht um Grundmittel, die man zum Leben benötigt und du magst sie sehr. Was heißt mögen, du bist quasi in Liebe mit denen.“
„Mit einem Lächeln im Gesicht geht man da gerne einkaufen.“



Lidl lohnt sich.

Strong claim expressing brand superiority and shopper benefit "I managed to get a good deal"



- ▶ The claim **reflects both brand** ('Lidl is worth a visit') and **shopper** ('You'll get a good deal there')
- ▶ Consumers have **lots of images and situations in mind**. It shows how **fitting and relevant** the claim is in the context.

A great brand and service/value provider



▶ **Self-confident retailer**, caring that their shoppers find the best value proposition



„Mit dem Spruch wollen sie sich von den anderen abheben. Sie wollen zeigen: ‚Wir sind es! Wir können euch das Beste anbieten!‘ “

A fully satisfied shopper who enjoys his hunt and the large quantity of purchased goods



▶ **Empowered shopper** who has a feeling of pride and personal success



„Ich bin gerettet!“
„Stell dir vor, du kommst aus dem Laden raus, deine Hände sind schön zugепackt mit Tüten, hast ein schönes Lächeln im Gesicht, weil du weißt, dass du alles bekommen hast, was du gebraucht hast“



FEEL GOOD FASHION

Claim consistent with the brand and easily translated

“Trendy outfits make me feel good”



- ▶ The claim is **coherent** with the **well-known brand**
- ▶ **Despite the use of English**, the participants had **no difficulty** translating the claim
- ▶ The claim contains two concepts that fit together: **trendy** (via ‘fashion’) and **user satisfaction** (via ‘feel good’)

Trendy outfit



- ▶ Suit, shirt, tie, trousers, belt, to find beautiful clothes
- ▶ Fashion-conscious, nice pose

„Das ist eine Marke, die mit Mode verbunden ist“

„Paris“

„Hemd. Hose. Gürtel. Anzug“



Pleasure and satisfaction

- ▶ Feeling good
- ▶ Casual
- ▶ Enthusiasm

„Es geht mir gut und ich fühle mich wohl“

„Tolles Gefühl, Begeisterung, Wohl fühlen“

„Freizeit. Lässig“



„Modebewusst, jetzt hat man das Outfit gefunden und fühlt sich wohl damit“

„Im Augenblick sind wir gut drauf. Auch im Inneren sehen wir das Äußere entsprechend dargestellt.“

A slogan requiring cognitive processing

“Feeling accepted and valued as a customer”

- Several interpretation patterns make the slogan more of a **projection surface** than a univocal, clear message
- Either the “mensch” dimension, or the “Me/Myself” dimension or the transactional aspect (purchasing items in the shop)

Not always easy to depict, to materialize, to embody



- Appears **generic**, not specific (especially the ‘shopping’ part)
- No spontaneous expression or rather neutral



„Der Spruch ist sehr allgemein gehalten.... ist gerade etwas schwierig. Schon passend aber nichts so ganz Spezielles“
 „Einfach einen Einkaufswagen nehmen, schieben und links und rechts gucken“

The human dimension, feeling accepted



- Feeling **welcomed**, at ease and accepted
- => “come as you are”



„Du gehst in einen Laden, mit deinem schreienden Kleinkind – trotzdem bist Du ein glücklicher Papa. Trotz des quengelnden Kindes fühlst du dich da wohl, weil du nicht komisch angeguckt wirst“

The ego dimension, feeling valued as a customer

- Customer is King



„Nicht unbedingt Bonaparte, aber vielleicht wie ein König“



ich liebe es

A claim causing conflicting feelings depending on brand affinity “Indulgence” vs. “bad conscience”



SÉISSMO

- ▶ No difficulty to describe the slogan for most respondents.
- ▶ Problems only arise if participants have a negative attitude towards the brand.

The slogan dares to use the verb love (vs. like) to convey an intense feeling (normally reserved for your partner)

- ▶ **You feel love:** you are totally happy, you feel joyful anticipation, there is nothing better than this



„Du bist total glücklich und du freust dich, weil du jetzt gleich die Chance hast, etwas sehr leckeres zu essen.“
„Wenn du das nicht gerade zu deiner Freundin sagst, ihr deine intimsten Gefühle offenbarst, sondern ans Essen denkst, und denkst dabei genauso: es gibt nichts Tolleres.“

But at the same time, the use of the semantic tonality of LOVE increases the notion of loss of control and thus a bad conscience

- ▶ **Rationality vs. irrationality!**



„Man hat so ein leichtes Völlegefühl. Man isst etwas, was in Ordnung ist, aber nicht, was man vielleicht so zu 100% essen wollte.“
„Die Eltern sind meistens nicht so begeistert, aber die Kinder mögen es.“

Claim fitting the emotional universe of pets and their owners

“My pet will love me”

- Consumers **immediately translate** the meaning into a personal bond, a reciprocal action and **emotional transaction**: between their pet loving the food given, thus loving their owner, which ends with a happy owner
- Strong claim **mirroring the care giving owner** as much as it **evokes the inner life of the pet itself!**

Loving care giver/ pet owner



„Du hast ein Haustier und du willst deinem Haustier was Gutes tun, zum Beispiel was zum Essen kaufen. Du fühlst dich als Tierbesitzer glücklich und hast deine Katze oder deinen Hund vor dir und streichelst es und bist total glücklich darüber, dass deine Katze auch glücklich ist.“

Happy pet, giving love back



„Zum Beispiel, du hast dem Tier etwas zu Essen gegeben. Das schmeckt dem. Aber auch das Tier fühlt sich wohl, da, wo es jetzt liegt oder steht oder sitzt. Es gefällt ihm einfach, die Umgebung. Auf Deutsch gesagt, er fühlt sich sauwohl.“

Great claim performance fitting brand, category and user “Celebrating the pride of a demanding DIYer”

- ▶ The slogan fits very well into the universe of DIY and tools, expressing **pride and perfection** with rich, **evocative verbatim**
- ▶ It is sometimes so closely related to DIY that the expression is reduced to the very action of crafting

A craftsman who is proud of his achievement



- ▶ **Masculinity, self-confidence**
in one's own capabilities

„Man ist froh, weil jetzt kann man sein Projekt machen und dazu alle angehörigen Werkzeuge hat“

„Sie haben etwas zusammengebastelt in der Küche und sind stolz und zufrieden und genießen jetzt Ihr Werk“

„Also jetzt machen Sie bitte mal eine recht maskuline Statur. Bisschen angestrenzter Blick. Aber nicht zu wütend oder böse, sondern Sie sind jemand, der was schafft. Jemand, der anpackt. Vielleicht die Faust ballen. Weniger in die Richtung, dass Sie Erfolg haben, mehr, dass Sie was Gutes geschafft haben“

A demanding, perfectionist craftsman

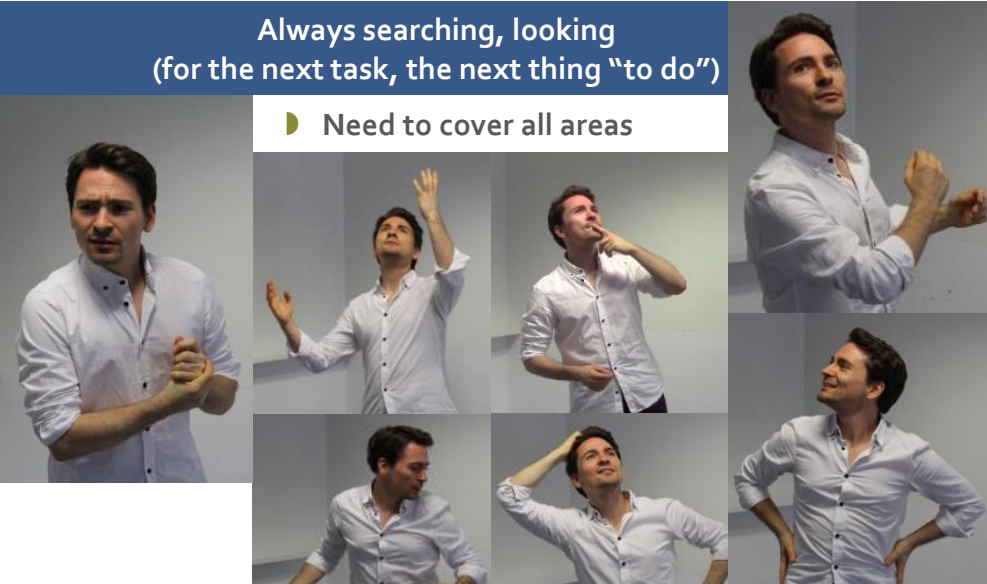


Clear message but driving anxiety and dissatisfaction "DIY = Never finished"

- ▶ A claim **opening up the possibilities** of the amateur craftsman (for renewal, change)
- ▶ But also putting **psychological pressure** on the open ended "to do" list at home
- ▶ And **failing to communicate the need for reward and success** when the task is accomplished

Always searching, looking
(for the next task, the next thing "to do")

- ▶ Need to cover all areas



„Wenn man umzieht oder einfach mal was Neues her muss oder man nach Veränderungen sucht oder irgendetwas umstellen muss“

Moral obligation to fulfil one's duties

- ▶ Feeling of obligation, duty, having to be a good craftsman



„Man hat im Leben ganz viele Baustellen“
„So engagiert, aber nicht übermotiviert“

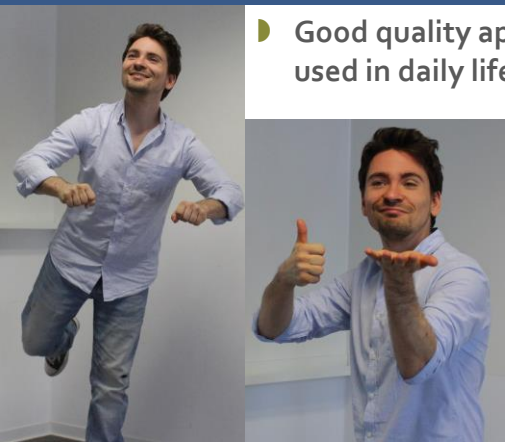
Tools and Technology



- ▶ As the **brand** is **famous**, the majority of respondents **didn't struggle** to **understand** the slogan.
- ▶ However, as the word “**Technik**” is **generic**, they had to **project appliances** in order to **picture it**.
- ▶ There are **2 ways** of decoding “fürs Leben”: “**daily life**” or “**life long**”

Most common decoding: Technical appliances “for daily life”

- ▶ Good quality appliances perfect to be used in **daily life** and making it **easier**



„Handwerklich. Und das Handling ist sehr leicht.“

Other possible decoding: Technical appliances “life long”

- ▶ Serious, long lasting, good quality, the **right choice**



„Das hält mich aus bis an mein Lebensende!“

A claim cognitively understandable but not evocative "I am very enthusiastic"

- ▶ The **1st part** of the slogan is **clear**, the **2nd part** is more **abstract** and **difficult to portray**
- ▶ Consumers **know** the brand and **associate** it with **kitchen appliances** and coffee machines, therefore they **automatically** depict situations **implying these products** (even if the slogan isn't about products)

Emphasis on the aspect of "enthusiasm"



- ▶ **Easy to understand** and **obvious message**
- ▶ **All respondents** depicted a **happy and enthusiastic expression**

„Ein Freude strahlendes Gesicht“
„Eventuell, dass man sein
Lieblingsessen zubereitet“

"In detail" is harder to imagine



- ▶ "bis ins Detail" is **cognitively clear** but **not evocative**, a bit **too abstract**
- ▶ Most of the respondents **didn't mention it**
- ▶ For the ones who tried to depict this idea, it was **hard to have a mental representation of it** (find an example or simple story), and **not easy to illustrate with a facial expression or body language**

„Vielleicht noch ein bisschen
näher, dass wir irgendwie nur
sein Auge sehen oder so...
Wegen der Genauigkeit“

- ▶ The slogan is **efficient** in providing an idea of **good performance**, even if the idea of **outperforming** is not always transcribed

Being "better", constantly improving, proving (one's) superiority



- ▶ Always superior to other competitive products, with a notion of arrogance and making your neighbors envious of you
- ▶ Improving, making progress, getting better and better



„Man schaut dann so ein bisschen argwöhnisch zum Nachbarn rüber, so dass man etwas Besseres hat als er. Und dass man auch viel stolzer ist.“

Simply depicting satisfaction when using the appliance



- ▶ Good performance, good quality, satisfaction

„Dass es halt eine besonders gute Qualität ist, diese Marke“

A slogan cognitively understandable but not evocative

"I get good results and feel satisfied"

- ▶ The slogan conveys an idea of **satisfaction** and **pleasure**, but the word "technology" is **not evocative enough** (especially since some respondents didn't know the brand well and don't have appliances in mind)

Satisfaction of good results



- ▶ Satisfaction and enjoyment of **efficiency** and **good results** with the **appliances**



„Eine wunderbare Frisur mit Föhnwelle zu erzeugen“
„Das Ergebnis ist atemberaubend!“

Difficulties depicting "technology"



- ▶ Some respondents just **skipped it** and **only focused on enjoyment**

„Ein Gesichtsausdruck, als wärst du sehr entspannt, würdest etwas genießen“



- ▶ It is so **abstract** that some respondents did not create any story around it and just have the **image of a robot**

„Vielleicht können Sie sich bewegen wie ein Roboter?“



- ▶ Some respondents **went through concrete examples of appliances**

„Dass man das dann auch genießt, dass der Ventilator einen von der ganzen Hitze befreit“

A subtlety not understood by all? "I don't manage without Tefal"

- ▶ The **huge brand awareness** and its **good reputation** made many respondents focus on the **satisfaction** with **products** rather than the **literal meaning of the slogan**
- ▶ However the **idea of brand supremacy** is clear

Putting the emphasis on satisfaction



- ▶ **Satisfaction** of using Tefal, knowing that **no other brand** would be **as efficient**

„Das geht zack, zack und schnell. Und diese Pfanne, ohne die möchte ich eigentlich gar nicht mehr sein. Ich freue mich“



- ▶ However, some respondents **focused on the product** and **skipped the idea of refusal** if it wasn't Tefal

Depicting the impossibility to use another brand



- ▶ **Rejection of any other brand, refusal**

„Wenn das nicht dabei ist, dann bin ich auch nicht dabei“



- ▶ **Giving up if not this brand**

„Sie suchen einen entsprechenden Topf, oder Pfanne. Nee, gefällt Ihnen nicht, stellen Sie wieder weg“



Audi
Vorsprung durch Technik

Abstract but understandable slogan "ahead of innovation (and others)"



SÉISSMO

- Abstract slogan **not easy** to be encapsulated in a **facial** or **body expression**, but **easily** expressed via **words**
- Beside the central message of **high-tech** and **innovation**, many respondents also point out the fact that it contains a **luxury** dimension

The message: Leading with expertise and high-technology



- The best know-how, high-technology
- Progress, ahead, further, faster
- Serious and reliable attitude
- Safety
- Passion, enthusiasm
- Masculine connotation



„Begeisterung durch Innovation oder Fortschritt“
 „Ein typisch männliches Produkt, und zwar geht es um viel Technik und Fortbewegung“
 „Sie sind sehr passioniert dabei, bei der Sache“
 „Man ist voraus, anderen voraus, dadurch, dass man einfach ein besseres Know-How hat, auch im Bereich Sicherheit“
 „Schneller, weiter und besser als andere, innovativ“

Luxury, supporting a feeling of superiority

- Luxury, status symbol, high-end
- Belonging to the upper class



„Ein sehr luxuriöses Produkt“
 „Ein Statussymbol, der gehobene Mittestand“
 „Ernst, erhaben“

A slogan with language issues but still understandable

“A team that works together”

- ▶ No surprise that many participants **don't know the brand**, since it is a **B2B** brand
- ▶ The **English** language is a barrier that **discourages** roughly half of the interviewed participants to think about the slogan
- ▶ The slogan depicts a **physical action** (to **walk together**), which is not surprising – but it also implicitly conveys the idea of a **collective action which creates a pleasurable sense of belonging**

About the pleasure of progressing together



- ▶ To belong together (in a **group**, in a **team**)
- ▶ Go for a walk together, go hiking, do some dancing
- ▶ Fun, pleasure, radiant joy

„Wir gehen unseren Weg gemeinsam irgendwo auf dieses Produkt hin.“
„Gemeinsam spazieren gehen. Vergnügen. Tanzen, wandern.“
„In der Gruppe, nicht alleine. Im Team.“



Slogan with a very strong congruency between product and brand

“High-tech tools with high performance”



- ▶ Despite the strong B2B anchorage of the brand, randomly chosen end-consumers (male and female) did know the brand and its products => strong awareness and **brand aura**!
- ▶ All participants see **heavy duty, high-tech tools** with **outstanding performance** but confess that their evocations are **based on their prior brand knowledge, not on the slogan directly**

Heavy duty tool



- ▶ Heavy, **red**, strong
- ▶ For male participants: a man's toy

„Eine große rote Maschine, symbolisiert sehr viel Kraft“
„Es geht um eine sehr schwere Maschine, etwas typisch Männliches“



The best

- ▶ High-quality, high-performance, the best, the winner, you see the result
- ▶ Serious, competent
- ▶ Satisfaction, happiness, pride

„Du hast ein Werkzeug zur Hand, das qualitativ total hochwertig ist“
„Auf jeden Fall selbstbewusst, wie so ein Gewinner. Das beste“
„Du bist glücklich es zu haben“

Slogan disappearing behind the brand

“Sex toys for your own pleasure”

- Most respondents had fun creating a pantomime about sex, while a few women felt embarrassed and skipped the slogan.
- However, most respondents didn't address the claim message directly and reduced its processing down to the brand (category).
- The understanding of the slogan is only partial due to its abstract, intellectual nature (requiring knowledge of how to spell in English and making the connection with the brand initials)

Message about the category (sex toys) and not about the literal claim



- Merely describing sexual relationships and encounters with new tools

Message understood: It's about being yourself, making your own decisions



- Contentment
- Enjoying life
- Feeling of autonomy

„Jetzt lernen wir uns näher kennen, dann gehen wir ins Schlafzimmer und kaufen wir was fürs Schlafzimmer ein“

„Es ist ein Laden, wo man nettes Spielzeug bekommt, die man auch mal anfassen kann“

„Zufrieden mit sich sein, die Welt mit eigenen Augen sehen, zufrieden durchs Leben gehen, tun, was er will“

Some other brands and industries

- Not all of the brands tested were included in this report. If you are interested in receiving insights into some of the following brands, please contact us and we will be happy to provide you with the respective report.



SCHIESSER Natürlich steht dir gut.



Freude am Fahren





Thank you for your attention

The team





Appendix

Sample

► We recruited **24 men** and **22 women**, aged between **17** and **71 years** with a good range of educational levels.



SÉISSMO

1	Sa	f	39	University degree
2	Mo	f	34	Vocational baccalaureate diploma
3	Ma	m	39	Hotel Manager
4	Sa	f	26	Student/ Financial services
5	Ca	f	22	Student/ Healthcare sector
6	Sa	f	56	University degree/ Human resources
7	Ch	f	65	University degree/ Teacher
8	De	m	21	Advanced school leaving certificate
9	Ni	f	24	Teacher
10	Er	m	30	Teacher
11	Mi	f	38	Intermediate school leaving certificate + apprenticeship
12	Lu	m	27	Lawyer
13	Si	f	52	Shop assistant
14	An	f	62	Advanced school leaving certificate + apprenticeship/ Office assistant
15	Ch	m	23	Student/ Business administration
16	Mi	m	24	Student/ Engineer
17	Ha	m	71	Retired/ Vocational baccalaureate diploma/ Police
18	Pe	m	54	Advanced school leaving certificate + apprenticeship
19	Ma	m	68	Retired/ Mittlere Reife + apprenticeship
20	Mo	f	59	Apprenticeship/ Pharmacy
21	Pe	f	54	Apprenticeship/ Legal assistant
22	Co	f	26	Advanced school leaving certificate + apprenticeship/ Chemical engineer
23	Ge	f	67	Apprenticeship/ Accounting clerk
24	Ph	m	19	Student/ Civil engineer

Sample

25	Sa	f	51	Intermediate school leaving certificate+ apprenticeship/ Foreign language secretary
26	Ch	f	64	University degree/ Teacher
27	Ca	f	46	Intermediate school leaving certificate + apprenticeship/ Pharmacist
28	Ma	m	28	Advanced school leaving certificate + master school
29	Jo	m	55	College/ Industrial clerk
30	Ha	m	62	Retired/ Advanced school leaving certificate + Teacher Training College
31	Ul	m	61	Retired/ Apprenticeship
32	El	f	69	Retired/ Intermediate school leaving certificate
33	Ge	m	54	Advanced school leaving certificate + apprenticeship/ Merchant
34	Gü	m	69	Retired/ Advanced school leaving certificate
35	Cl	f	58	Retired/ apprenticeship/ Human resources
36	Ma	m	21	Advanced school leaving certificate/ Student/ Engineer
37	Ke	m	24	Bachelor Philosophy & Business administration
38	To	m	38	University degree/ Law
39	Ma	m	54	Vocational baccalaureate diploma + apprenticeship/ Industrial clerk
40	Li	f	36	Vocational baccalaureate diploma + apprenticeship/ Retail
41	Gü	m	60	Advanced school leaving certificate + apprenticeship
42	Lu	m	17	Advanced school leaving certificate
43	An	f	27	Intermediate school leaving certificate + apprenticeship
44	Pe	f	40	Apprenticeship/ Financial sector
45	Ka	m	47	Apprenticeship/ Merchant
46	Di	m	45	University degree