

How Clorox Built Claim Confidence and Honed Messaging with Highlight



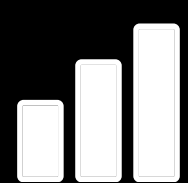
The Clorox
Company



Highlight.

Real-time results

Within 7 days, Clorox
had access to:



QUANTITATIVE DATA
in-portal insights

And within 30 days:



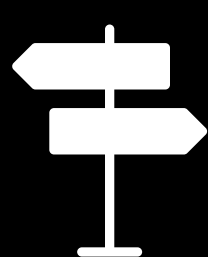
VIDEO

- in-the-moment
- editable
- transcripts



CLARITY

data to refine
their messaging



DIRECTION

for further
sensory testing

THE CHALLENGE

With a relentless focus on driving powerful, consumer-led innovation, the Cleaning team at Clorox needed quantitative and qualitative feedback ahead of their new home cleaning product launch.

This saturated category requires quick innovation to stay competitive. Clorox needed quality data—fast—to refine their go-to-market strategy.

THE RESEARCH SOLUTION

INNOVATION: PROTOTYPE TESTER

Highlight recruited 2 groups of P3M category purchasers using the Highlight Community: one targeted segment for claims, and another for purchasers of a competitor product. The 7 day study ended with a **102% completion rate**.

THE RESULTS & IMPACT

1

COMPETITIVE INTELLIGENCE

Testing against competitors clarified purchase intent, price sensitivity factors, and how to land in more shopping carts.

2

WHERE TO SPEND, WHERE TO SAVE

Performance and efficacy testing revealed opportunities for quick refinement and where further testing may be necessary before launch.

3

LIGHTNING-FAST-FOLLOW

The Highlight platform's speed to insights enabled a fast-follow study to optimize key sensory attributes before finalizing the launch timeline.

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FROM THE CUSTOMER

“Highlight was a cost-efficient, visual solution that provided trusted insights FAST.”

-Shilpa Khanna
Transformational Growth Insights, Clorox

FROM THE HIGHLIGHTERS

“The products all arrived in good condition, instructions were very clear and easily accessible. The products were well packaged and showed good quality. The surveys were easily accessible and the questions stayed on point without being repetitive. Overall, a great experience!”

-Highlighter, female, age 37

“The package had everything needed. The paperwork spelled out exactly what to do and in what order. Made for a simple home care test.”

-Highlighter, male, age 51

“I really enjoyed this study. I'm always looking for easier, better and convenient ways to keep my house cleaned and these products are essential for those needs.”

-Highlighter, male, age 31

“I liked the detailed open-ended questions that it asked. I felt like I really was heard.”

-Highlighter, female, age 25

Quality results, fast

3

days to fill a
customized
targeted
recruit

20

days from
product
shipment to
custom report
with results
and analysis

38

average word
length
response to
open-ended
questions