

Unsaturated Fats From Vegetable Oils and Reduced Risk of Heart Disease

*Health Claims
Communications Test*

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Background & Objectives

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Background

- Frito Lay is seeking consumer feedback on health claims statements concerning replacing Saturated Fats in the diet with Monounsaturated or Polyunsaturated Fats, as well as the link to a reduction in heart disease.

Objectives

- Determine which of 3 health statements best communicates the intended message with the most clarity.
- Understand consumer perceptions and preference for specific health related phrases.

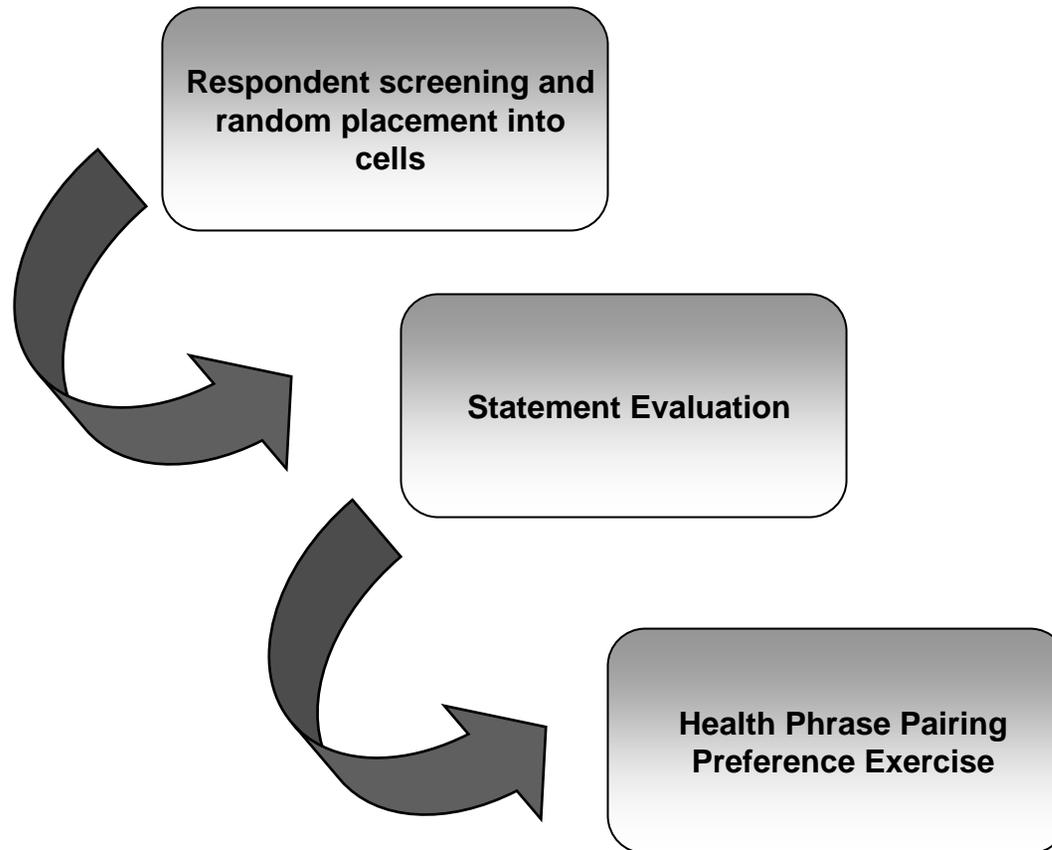
Methodology

- A 3 cell monadic evaluation was conducted online via the TNS NFO On-line Panel.
- N ~250 per cell

Respondent Qualifications

- 18+ Primary Grocery Shoppers
- 50/50 Male/Female Split
- Age balanced to census
- Ethnicity minimum quotas
 - Hispanic 8%
 - African-American 10%

Questionnaire Flow



Statements Evaluated

Statement #1

Replacing saturated and trans fats with similar amounts of unsaturated fats from vegetable oils such as Corn Oil, may lower the risk of heart disease. To achieve this benefit, total daily calories should not increase.

Statement #2

Unsaturated fats in vegetable oils such as Corn Oil may lower the risk of heart disease when they replace similar amounts of saturated and trans fats in the diet.

Statement #3

Replacing saturated and trans fats like butter and shortenings with similar amounts of unsaturated fats from vegetable oils like Corn Oil may lower the risk of heart disease. To achieve this benefit, total daily calories should not increase.

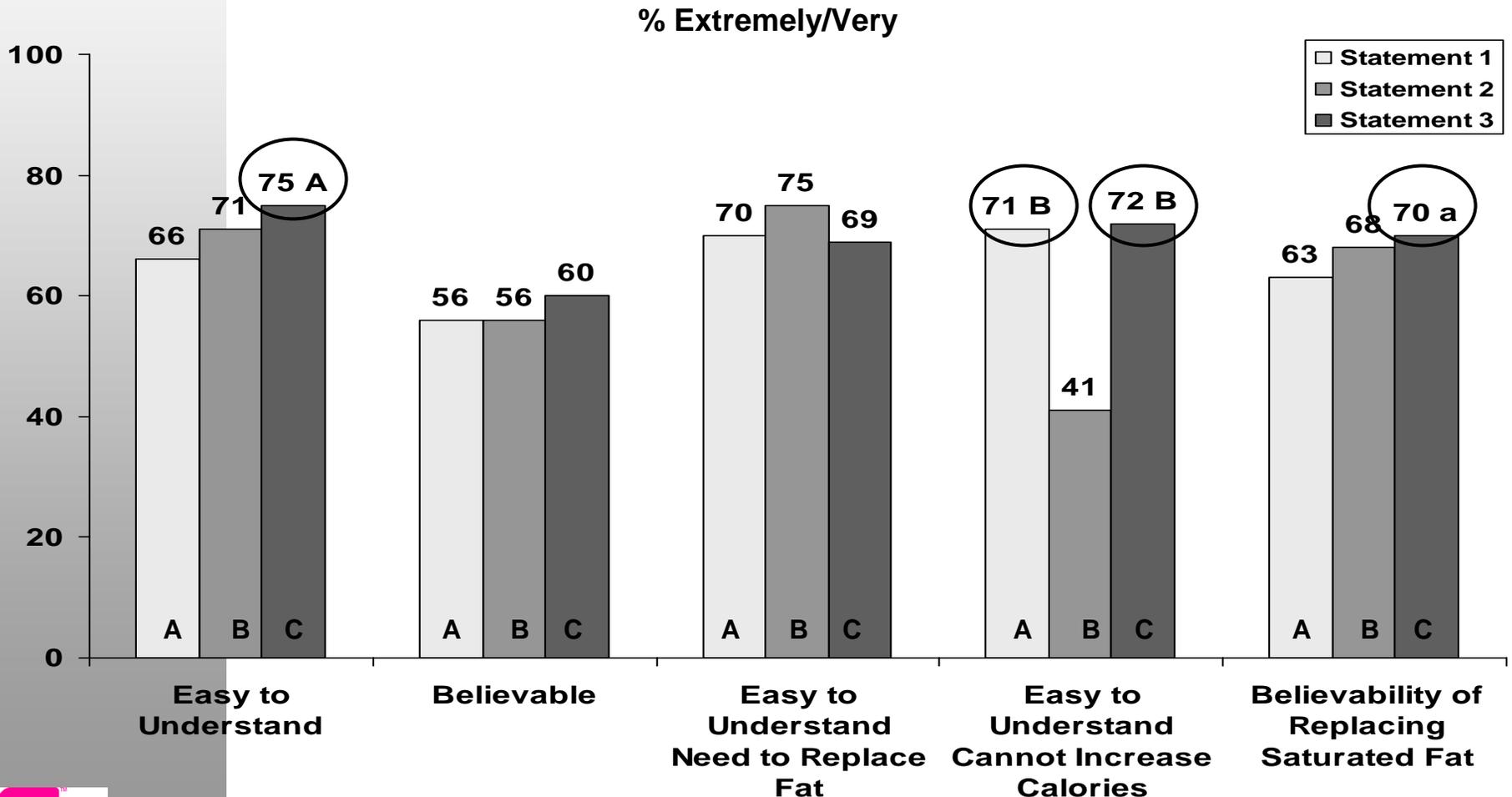
Key Findings

Key Findings

- ***Statement 3 which explains the types of saturated fats that should be replaced emerges as the strongest performer.***
 - **All 3 statements clearly communicate** the that unsaturated fats should replace saturated and trans fats in the diet and that total calories should not increase.
 - ❖ Statement 2 was tested without the calorie message and it was not clear that calories should not increase.
 - ❖ Therefore, all statements should include the calorie message.

Performance Summary - Total Sample -

Among the total sample, Statement 3 is stronger than Statement 1 for clarity and believability of fat replacement (but on par with Statement 2). Without the caloric phrase, Statement 2 does not clearly communicate that consumers should not increase their total caloric intake.



Lower / UPPER Case Letter indicates significantly higher than corresponding bar at the 90% / 95% confidence level



The preference patterns for specific health related phrases are clear and consistent across key subgroups.

Preferred Phrase	VS	Not Preferred
Saturated and Trans Fats		Saturated and Trans Fatty Acids
Unsaturated Fats		Unsaturated Fatty Acids
Unsaturated		Monounsaturated and Polyunsaturated
May Reduce the Risk of Heart Disease		May Lower the Risk of Heart Disease
Total Daily Calories Should Not Increase		Should Not Increase the Total Number of Calories You Eat Each Day



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