

2022 US Consumer trends report



From the CEO



Jeremy King
Attest

Whether you want to find inspiration for your next marketing campaign, understand how to better reach your target consumers, or get a steer on NPD for 2022, our consumer trends report has the insights you need.

Last year's consumer trends report was carried out in September 2020, before the start of the COVID-19 vaccination programme and centered around pandemic behaviour. This time around, we look at how Americans* are feeling now that 59% of the population are fully vaccinated and COVID restrictions have been lifted in many states.

The shift in the US's situation has had an interesting impact on the messaging consumers want to hear from brands, yet people are by no means feeling certain about the future. There are multiple issues influencing consumer outlook, like the economy, coronavirus and climate change.

We see other notable developments when it comes to the issues Americans most want brands to take a stand on, and where they're going to interact with brands (hello TikTok!).

And we get evidence that our shopping and working habits have been permanently changed by the pandemic (you can dig into the data yourselves in our [interactive dashboard](#)).

In terms of opportunities, we explore where different demographics are planning to spend their money, what they're doing with leisure time, and the shape of their lives as we head into 2022. Finally, we know it's not all about the US, so we've thrown in a case study with unicorn buy-now-pay-later brand Klarna looking at how they've mastered global expansion by getting an understanding of consumers in new markets.

If you have any comments, questions or ideas after reading our 2022 US consumer trends report, please do share them with us: hello@askattest.com.

*survey of 2,000 working-age US consumers carried out in November 2021

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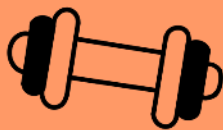
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How to master
global expansion
like Klarna

The 2022 consumer



37% favor online shopping for non-food products



47% are trying to improve their fitness



30.5% are saving up for a holiday



36% want brands to take action on poverty



65% of the working population WFH at least one day a week



19% got a new pet during the pandemic but only 7% are having/recently had a baby



57% want to hear humorous messaging from brands



We used our US trends data to visualize what's top of mind for the 2022 consumer...

02

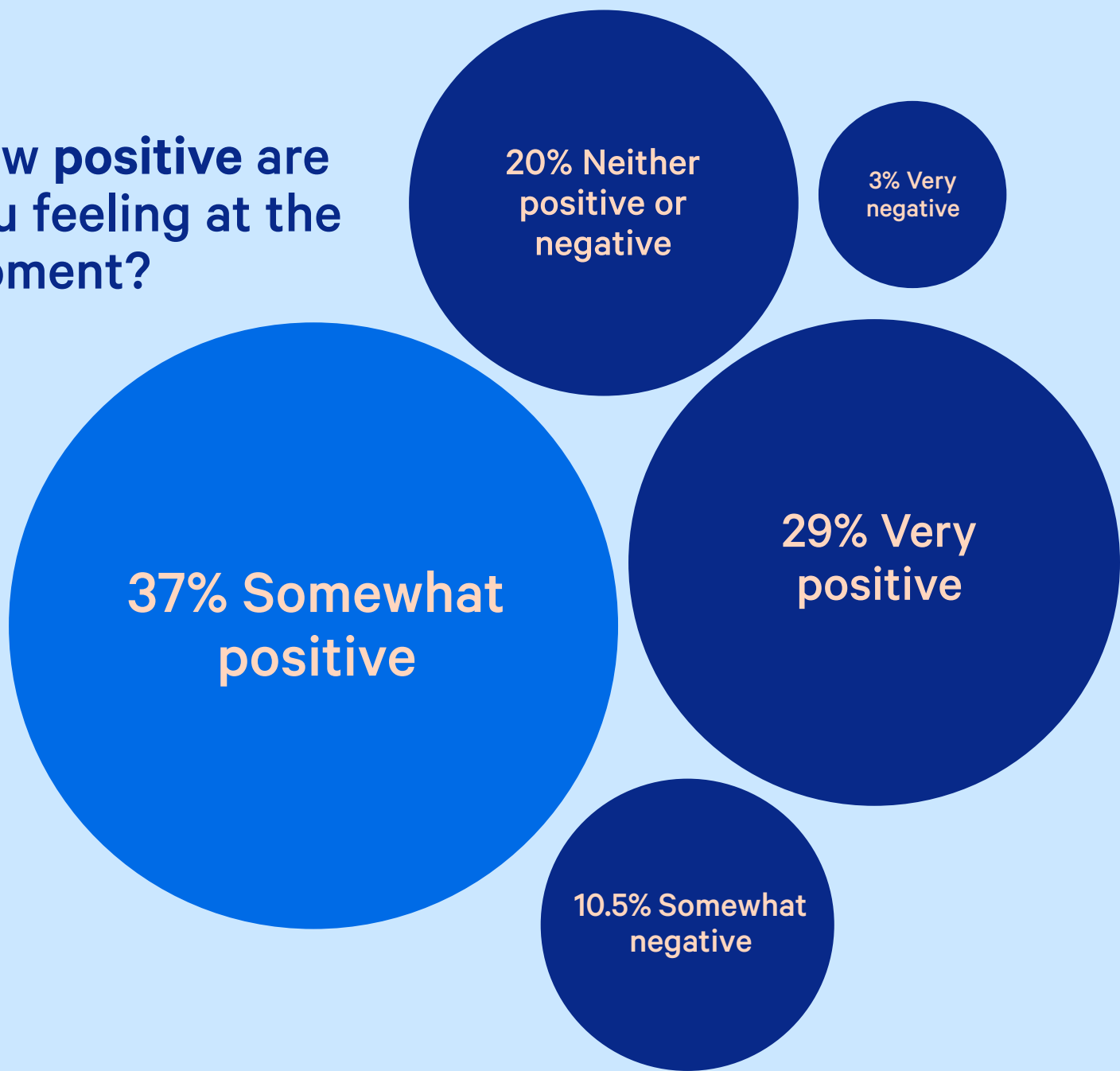
Sentiment trends

Americans are cautiously optimistic

Overall, the mood of the nation is cautiously optimistic. People are most likely to describe themselves as feeling 'somewhat positive' at the moment (37%), although the second largest percentage (29%) say they're feeling 'very positive'. A further 20% feel ambivalent (feeling neither positive nor negative) and only 14% feel negatively.

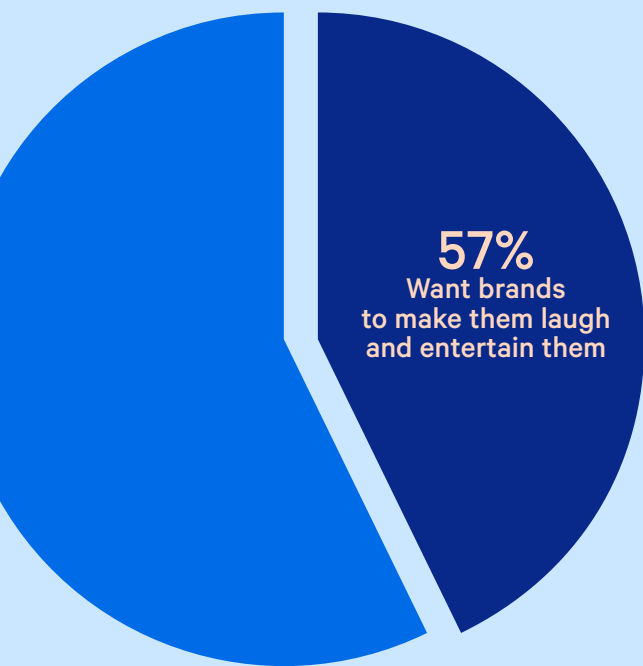
However, there's one demographic that's feeling more positive than the rest - over 36% of Millennials (aged 26-40) say they feel 'very positive' at the moment, and we'll see later how this has an impact on how they're spending. Gen Z (aged 18-25) are also more optimistic than their older counterparts; 32% feel very positive versus 24.5% of Gen X (aged 41-55) and 22% of Boomers (aged 56-66).

How positive are you feeling at the moment?



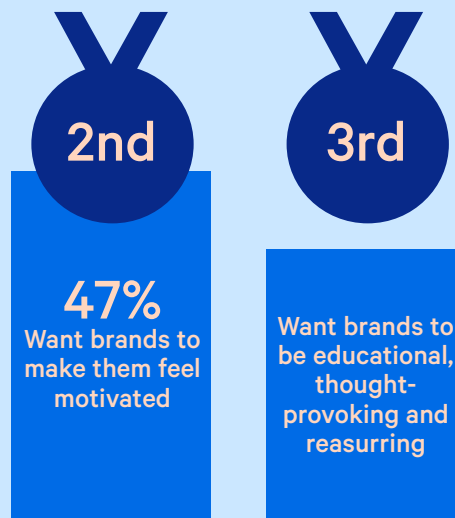
Brand messaging should raise a smile

With folks feeling more positive about the future, what kind of messages do they want to hear from brands right now? When we asked respondents to choose their top three types of messaging, 57% said they wanted brands to make them laugh and entertain them - the oldest demographic especially (66%).



What's interesting is that when we asked people last year how they wanted brands to make them feel, only a tiny 4% said 'amused'. The data is not directly comparable but we still see a big shift in priorities; then, Americans most wanted brands to make them feel inspired and motivated, but now the world is stabilising, they're seeking out entertainment again.

That's not to say that motivational messaging is dead in the water, far from it. In second place is brand messages that make people feel motivated, with 47% of the vote. Educational, thought-provoking and reassuring messaging all more or less tie for third place.



It's worth noting that Millennials over-index for both motivational and educational messaging, while reassuring messaging especially resonates with Gen X respondents (39%). Inclusive messaging - messaging that makes people feel seen and included - is least popular overall (28%), although Gen Z value this from brands most (23%).



Which types of brand messages appeal to you most at the moment?

57%

Humorous

make me laugh and entertain me

47%

Motivational

make me feel motivated and inspired

34.5%

Educational

educate me and help me learn new things

34%

Thought-provoking

make me think /challenge me

34%

Reassuring

make me feel safe and good about myself

18%

Inclusive

make me feel seen and included

Brands need to take a stand on poverty

There have been a raft of big issues hitting the headlines over the last 12 months, but with so many worthy causes it's hard for brands to know which ones to get behind. When we asked Americans to choose the top three issues they want brands to take a stand on, the winner was poverty and inequality. Just over 36% said this was something brands should be taking action on, no doubt reflecting the struggle lots of people are experiencing with rising prices.

Racism came second, but only by a few fractions of a percentage point. Younger Americans feel more strongly about this issue than older ones; 46% of Gen Z want brands to tackle racism versus 30% of Boomers.

Climate change is the third biggest issue consumers

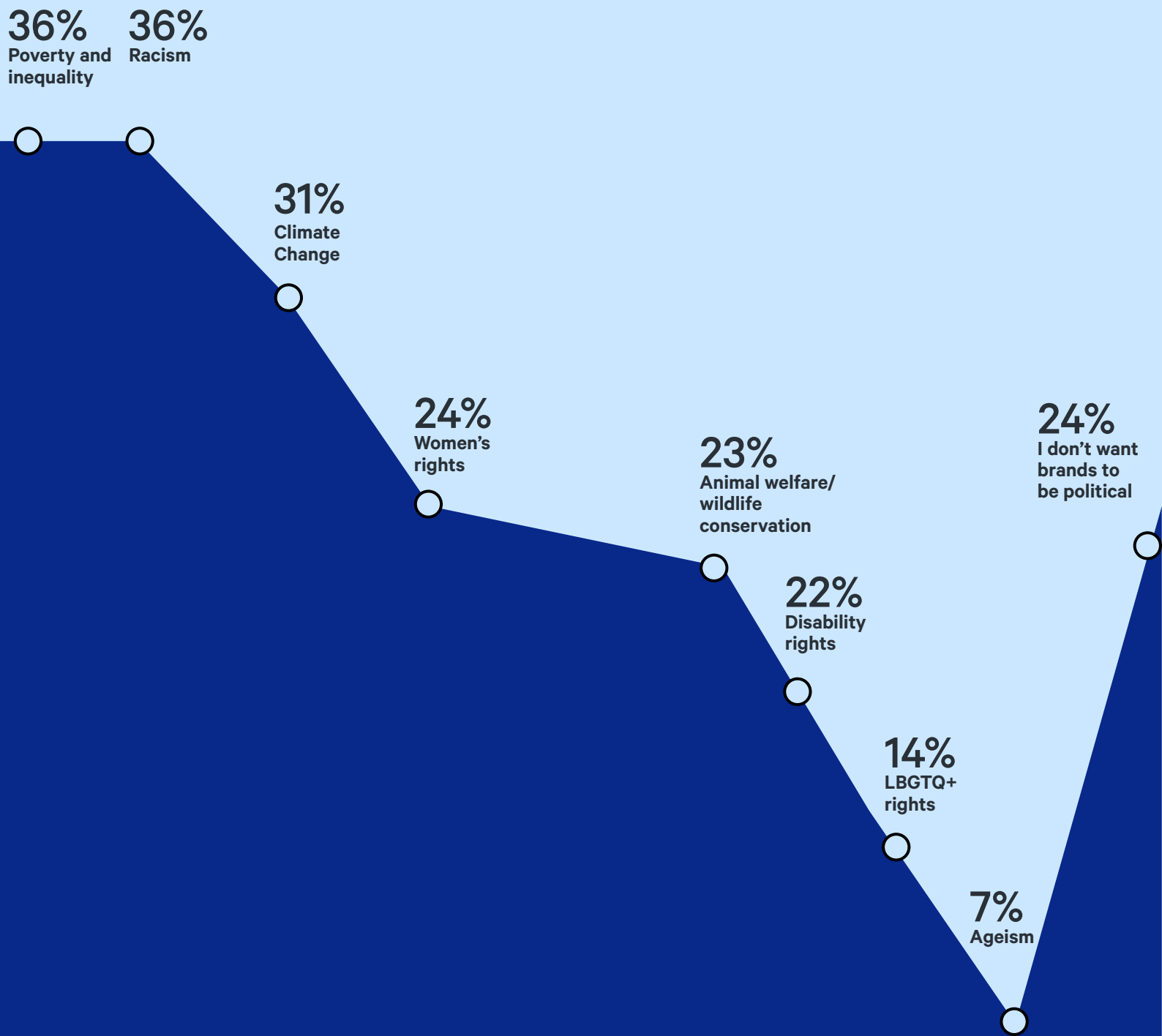
want brands to represent (31%), while women's rights (24%) and animal welfare/wildlife conservation (23%) are in fourth and fifth place, respectively. We can see that people's priorities seem to have shifted since last year's report, when animal welfare was named as the topic people were most interested in (although the data is not directly comparable).

What's also interesting is that nearly a quarter of Americans (24%) state they don't want brands to take a stance on political issues at all. This suggests that brands are better off not adopting causes if they only intend to make tokenistic efforts to represent them - it's vital to be authentically purpose-driven.

The topics that people are least interested in brands representing are ageism (7%) and LGBTQ+ rights (14%). With many brands championing sexual inclusivity, this might highlight a slight misstep between what people really feel they should be shouting about, although younger people show much higher interest in LGBTQ+ rights than their older counterparts (27% of Gen Z select it as a top issue versus 6% of Boomers).



Which of the following issues, if any, do you most want brands to take a stand on?



03

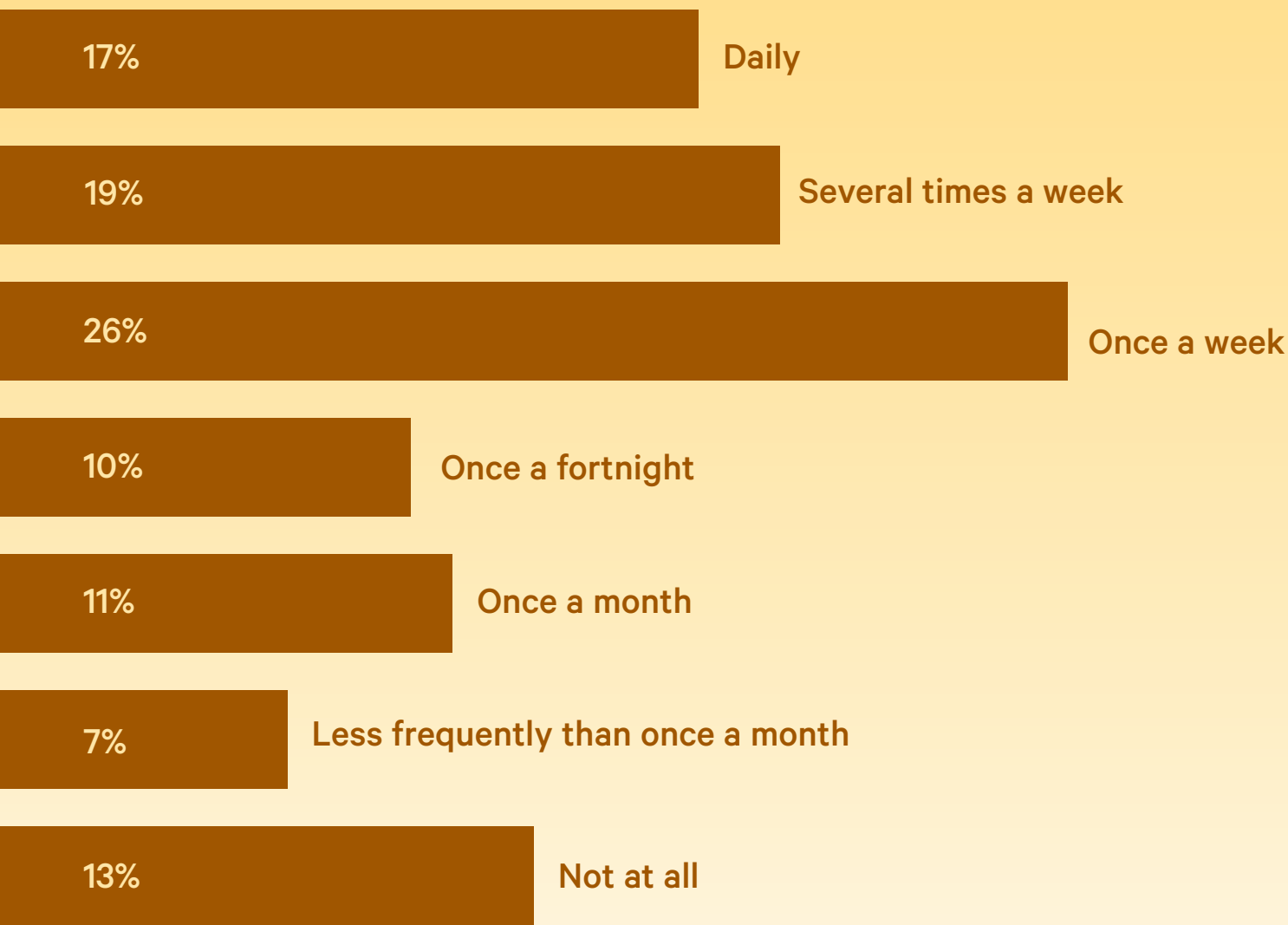
Marketing trends

Gen Z have the lowest receptiveness to email

US consumers have perhaps received more communications from brands during the pandemic than they normally would - so has this affected their receptivity? Comparing last year's results to this year, we can see that there's actually been an increase in the percentage of people happy to receive email marketing on a daily basis (17% versus 14% in 2020). But the overall trend is slightly down; 62% are happy to hear from brands at least once a week, compared with 65% in 2020.

Millennials have the most tolerance for frequently hearing from brands by email, over-indexing for 'daily' and 'several times a week', while Boomers have the least. However, looking at receptivity to email overall, Gen Z are least likely to welcome this form of communication; 53% are happy to receive email marketing at least once a week versus 66.5% of Millennials, 63% of Gen X and 58% of Boomers. Gen Z are also the demographic most likely to not want to hear from brands in their inbox at all (18%).

How often are you happy to receive email marketing from brands you're interested in?



Brand interaction on social media is up

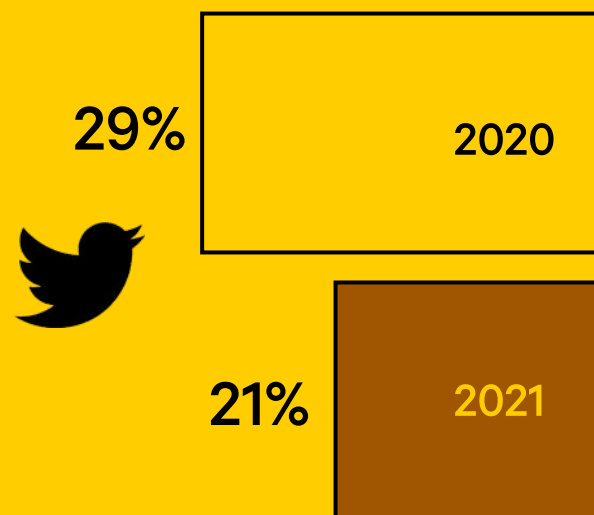
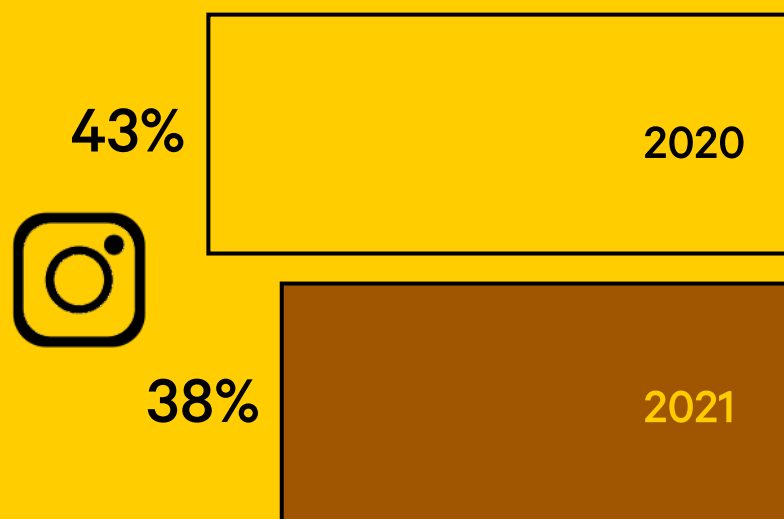
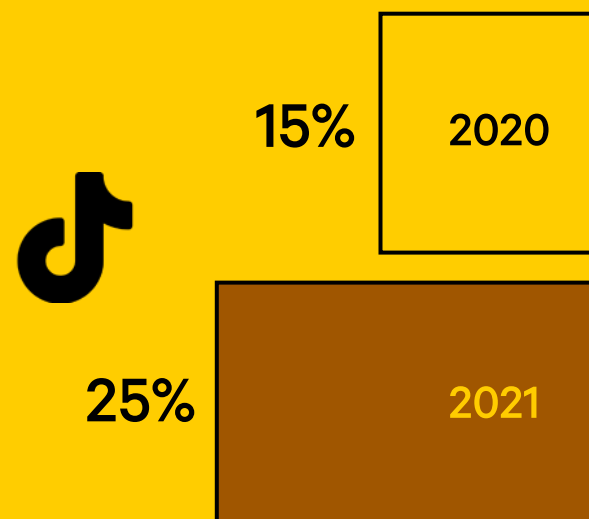
Some good news for marketers is that more people are interacting with brands on social media than in 2020. The percentage of Americans who say they don't interact with or follow brands has decreased from 23% to 17%. However, the growth can only be seen on one platform...

You guessed it, it's TikTok; brand interaction on the platform has risen from 15% to 25%. This is driven by Gen Z, 45% of whom say they're connecting with brands on the platform. Facebook remains the most popular platform for interacting with brands overall (60%) but it doesn't chalk up notable growth.

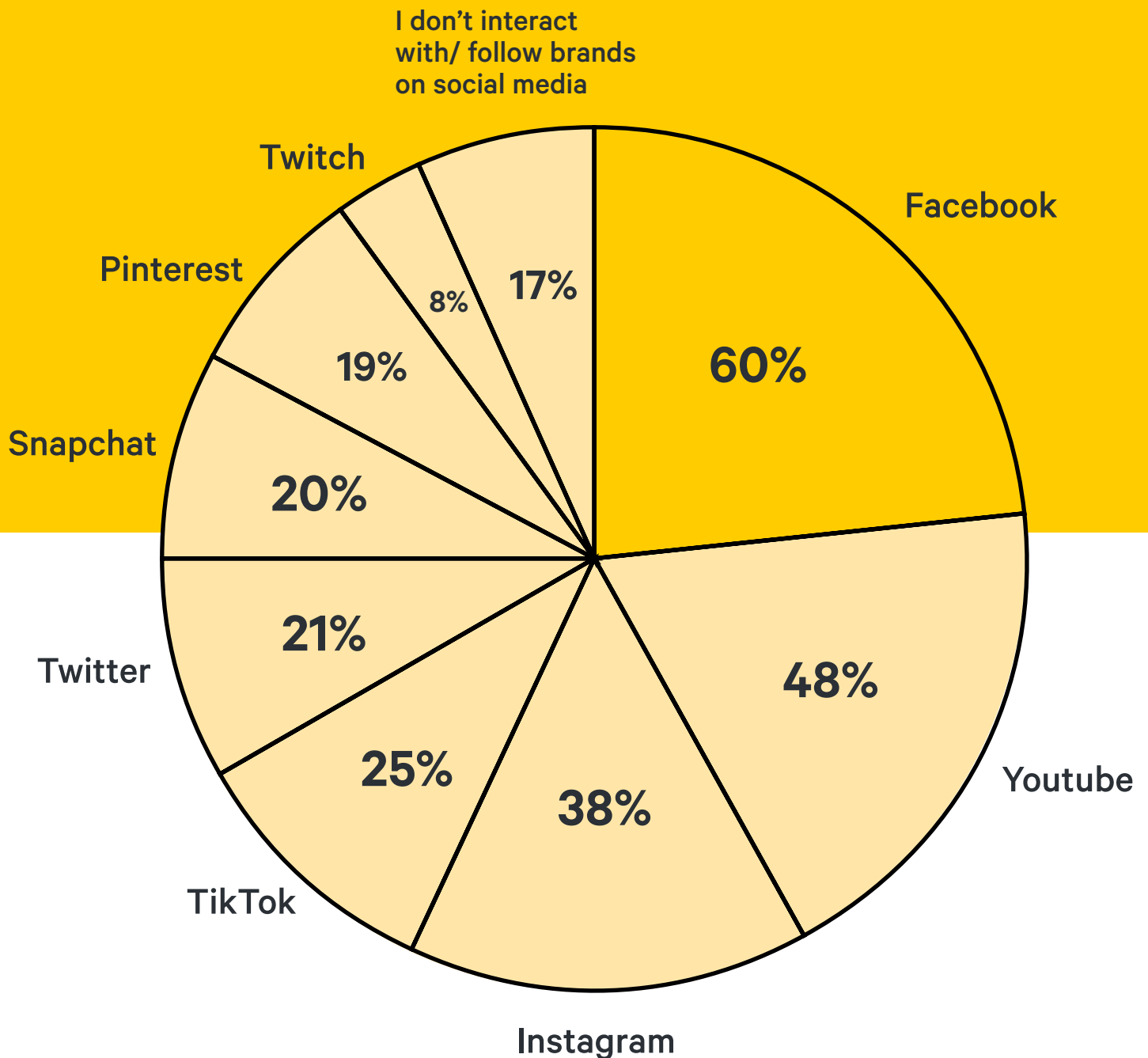
Meanwhile, Instagram sees a decrease in people using it to interact with brands, declining from 43% to 38%, and Twitter also takes a hit, dropping from 29% to 21%. This data suggests that TikTok is now a better platform for brands than Twitter, as well as Snapchat (20%) and Pinterest (19%), both of which remain static in terms of growth.

This year, we also included video platforms in the survey, and discovered that 48% of Americans interact with or follow brands on YouTube, making it the second best platform for brands behind Facebook. Meanwhile, a burgeoning 8% follow brands on relative newcomer Twitch (mostly Gen Z).

In terms of which platforms the different demographic groups favor for interacting with brands, Gen Z is all over Insta (62%) and YouTube (57%), Millennials love Facebook (69%) and YouTube (55%), while Gen X and Boomers show a strong preference for Facebook (66% and 55% respectively).



On which of the following platforms, if any, do you interact with/follow brands you're interested in?



04

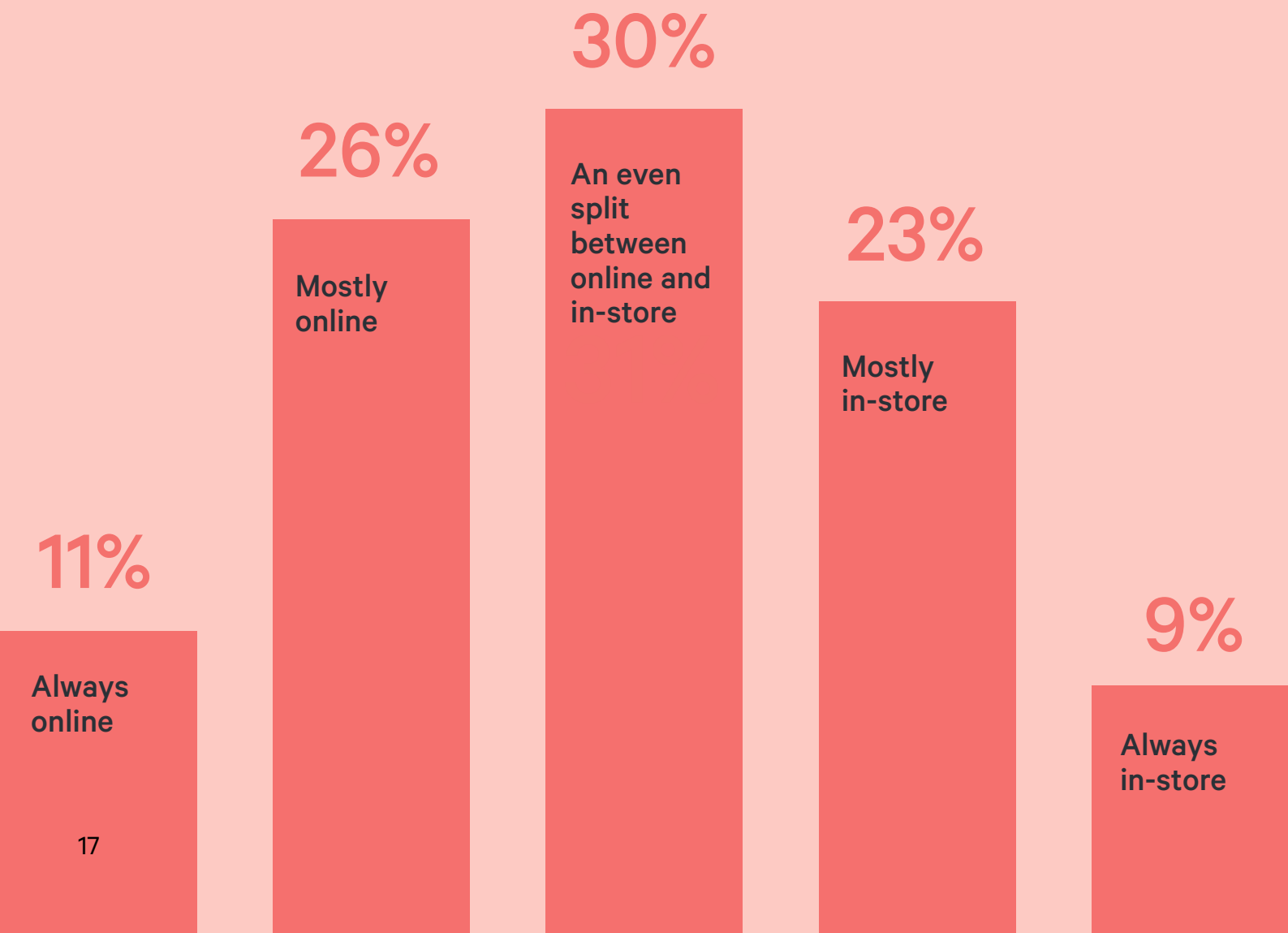
Shopping & spending trends

It's bad news for the main street

Ecommerce has benefited enormously from the pandemic but is the online/offline split returning to normal now physical stores are back open again? Our data indicates that Americans still favor online shopping; 37% say they 'mostly' or 'always' shop online for products excluding food, while 30% split their shopping between online and offline. A further 32% shop 'mostly' or 'always' in-store, showing that the scales are still weighted in the internet's favor.

Millennials are the demographic most likely to favor online shopping overall; 45% always or mostly shop online. This compares to 40% of Gen Z, 36% of Gen X and 24.5% of Boomers. Boomers are the only demographic to favor shopping in-store; 49% say they shop mostly or always in-store for non-food products.

Which of the following best describes where you're buying things at the moment (*excluding your regular food shop*)?



Supermarkets are still tops for food

While Americans might prefer to order non-food products online, when it comes to groceries, they're still more likely to do it the old fashioned way. Only 21% shop for groceries 'mostly' or 'always' online versus 60% who shop 'mostly' or 'always' in-store. A further 19% split their food shopping between online and offline.

Boomers are the most wedded to the supermarket, with 81% always or mostly shopping

there (only 9% favor online shopping), and Gen X also show a strong preference for it (60.5% choose in-store versus 19.5% who choose online).

Most likely to shop for food online are the Millennials; 29% favor it. However, a greater 48% opt for in-store shopping. Meanwhile, 20% of the youngest demographic, Gen Z, choose to buy groceries online and 56% prefer to go to the supermarket. Gen Z are the demographic most likely to say they split their food shopping between online and offline (23%).

Which of the following best describes how you/your household shops for food at the moment?

32.5%
always
in-store

19% an even split
between online

7% always
online

27.5%
mostly in-
store

13% mostly
online

People are watching the pennies

In line with the concerns people have about the economy, it's no surprise that consumers are watching their pennies. Americans are most likely to say they're spending 'fairly cautiously' at the moment (32%), while 16% are spending 'very cautiously' - that's a total of 49% who are spending cautiously to some degree.

The second largest percentage (25%) are spending averagely (neither freely or cautiously), while 26.5% describe themselves as spending freely, including a lucky 10% who are spending 'very freely'.

But frugality doesn't apply to everyone; there is a marked difference between how younger people and older people are spending. Millennials, in particular, are significantly more likely to be spending freely. Just under 16% say they're spending 'very freely' (versus 1% of Boomers) and 21% are spending 'freely' (versus 13% of Boomers).

On the other hand, the older you are, the more likely you are to be spending cautiously at the moment; 66.5% of Boomers say they're spending cautiously, versus 54.5% of Gen X, 38% of Millennials and 38% of Gen Z.

Which of the following best describes how you're spending money at the moment?

10% Very freely

17% Fairly freely

25% Neither freely or cautiously

16% Very cautiously

32% Fairly cautiously

Millennials save the most money

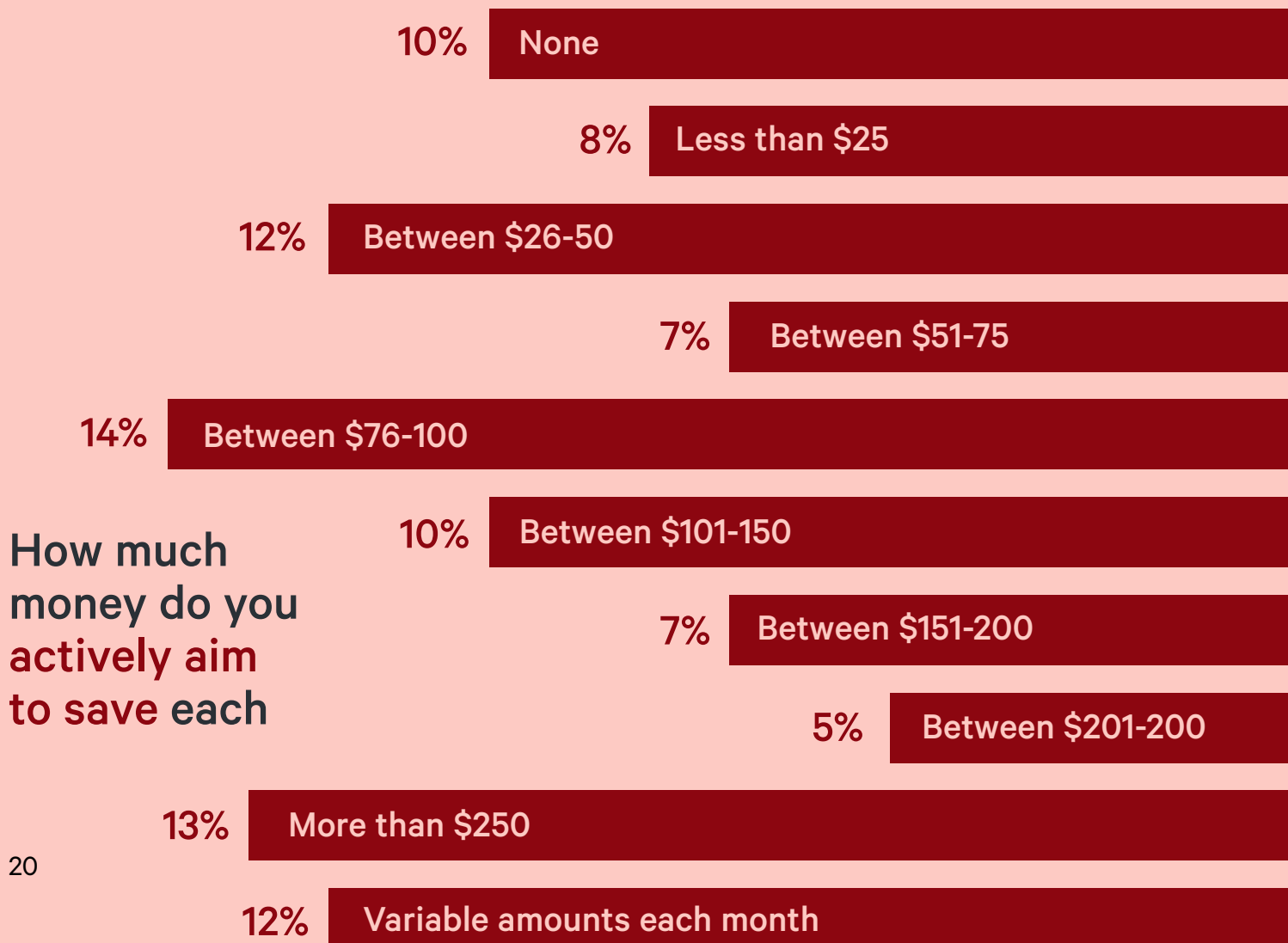
If Americans are spending cautiously, does that mean they're saving their money? By the looks of it, we are putting cash aside for a rainy day, with the vast majority of people (90%) saying they save money each month. The single largest percentage of people (14%) save between \$76 to \$100 per month, while a further 7% save between \$51 to \$75, 12% put aside \$26 to \$50, and 8% save less than \$25. That's a total of 42% who save up to \$100 each month.

However, there are 36% of people who say they save in excess of \$100 per month, including 13% who save more than \$250. Millennials over-index for saving more than \$250 a month (15%) and are

the demographic most likely to be saving higher amounts overall. 41% of Millennials save more than \$100 every month, versus a third of Gen Z and Gen X and 30.5% of Boomers.

Meanwhile, Boomers are the group most likely to not save at all; 14% versus 8% of Gen X, 7% of Millennials and 12% of Gen Z. So it appears that even though younger people are spending more freely than their older counterparts, they're also saving more.

And while we didn't ask this question in last year's trends report, we do have data from October 2019, when 22% of Americans said they had no savings. Today, only 10% say they don't try to save money each month. This could indicate that people are more likely to be putting money aside post-COVID.



Americans are hankering for a vacation

A house? A car? Just what is it that Americans are saving for right now? According to our survey, which was run in November 2021, it's Christmas. More than a third of people (38%) were saving up for the holidays. Behind this, it's a vacation or trip (30.5%), indicating that a bounce-back for the travel and tourism industry is on the cards. Boomers, especially, have their hearts set on a vacation (36%).

Another sector that looks set to benefit is home improvements; 22% of Americans are saving up to make updates to their homes. This sees the continuation of the DIY trend sparked by 2020's stay at home orders. In last year's report, more than half of Americans (54%) agreed they were more likely to spend money on items for their homes/home improvements than they were before the pandemic. This year, we see it's Millennials who are most focused on home improvements (27% are planning them).

In terms of big ticket items, 24% of people are saving for a new vehicle and 10% for a mortgage deposit. Again, it's the Millennials who lead the way here, with a significant 30% planning to buy a new vehicle and 16% saving for a home. Millennials have made up the largest share of home purchase mortgage applications for the last five years and our data shows this demographic will continue the trend in 2022. Least likely to be in the market for a new vehicle or home are the Boomers; 15% and 5% are saving for them, respectively.

Reflective of the life stage they're at, it's also Millennials (aged 26-40) who are most likely to be saving for a wedding (11%) or baby equipment (9%). They're also most likely to be saving for a new business venture (12%), a celebration or party (12%) and cosmetic surgery/dentistry (8%).



Are you **saving money** for any of the following things at the moment?



Shopping is the most popular pastime

Our social lives took a hit during the pandemic and, although a large percentage of the population is now vaccinated, not everyone feels ready to pick up where they left off. Nearly a quarter of Americans (24%) say they are socializing with friends less frequently than once a month or not at all, and a further 13% are only seeing friends about once a month. The two older demographics are more likely to be avoiding social contact than the younger ones; 31% of both Boomers and Gen Z are seeing friends less than once a month versus 20.5% of Millennials and 12% of Gen Z.

We also see that going out for a drink has become quite an unpopular pastime; 61% say they're going less frequently than monthly or not at all. This is especially true for Boomers, 76% of whom rarely visit a bar. However, even 53% of Gen Z are shunning bars right now.

On the plus side, business looks to be strong for the restaurant sector, with 45% of people eating out at least once a week and 32% dining out once or twice a month. The biggest consumers of food outside the home are Millennials (52% eat at a restaurant a minimum of once a week), followed by Gen Z (49%), Gen X (41%) and Boomers (35%).

But there's some good news for the retail industry - the activity that Americans are most likely to be doing frequently at the moment is shopping; a huge 60% of respondents say they go shopping weekly or daily. In comparison, only 29% are doing a sporting activity with this frequency, and 22% are going to a group, club or class.

Local tourism appears to be recovering, with 67% of people going for a day out either monthly or more frequently. Gen Z, especially, are getting out and about visiting places; 79% are having a day out at least once a month.

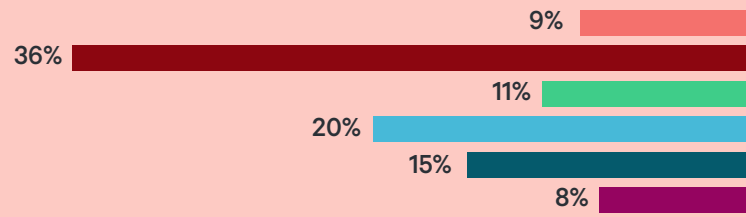
Clubbing is the least popular activity overall (78% rarely or never go to a nightclub), although we would expect this given that it's predominantly an activity for young people. However, even when we look at the activities by demographic, we see 67% of Gen Z are - for the most part - avoiding the club scene.



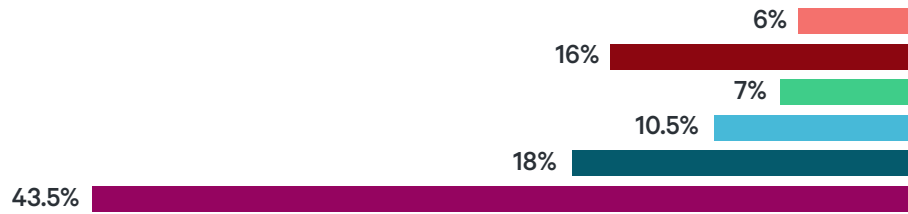
Approximately **how often** do you do the following things at the moment?

- = Daily
- = Weekly
- = Fortnightly
- = Monthly
- = Less frequently than monthly
- = Not at all

Go out for a meal



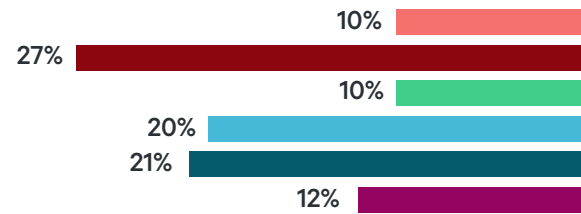
Go out for a drink



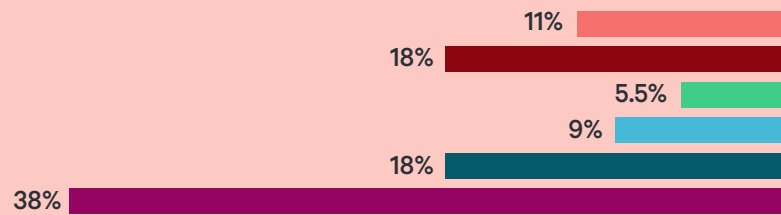
Go to a nightclub



Go for a day out



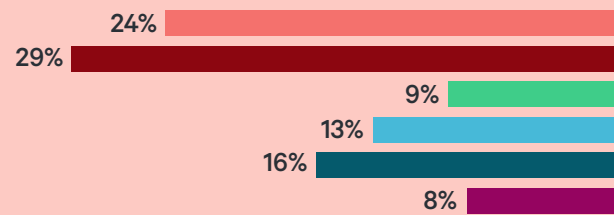
Do a sporting activity



Go to a group, club or class



Socialize with friends



Go shopping



05

Lifestyle trends

Americans aren't going back to the office

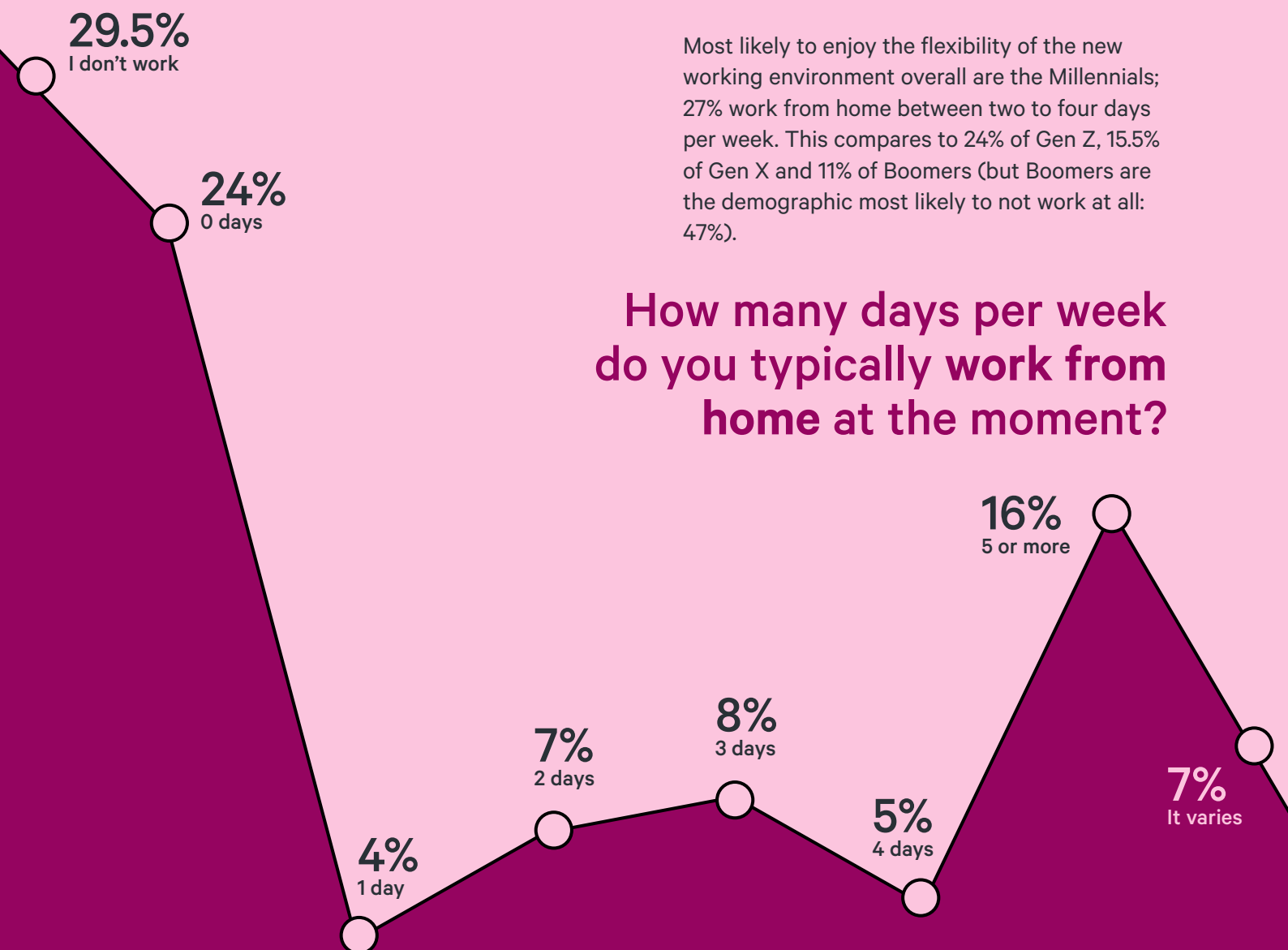
An increase in companies allowing flexible working is one benefit to come out of the pandemic, and our data shows the majority of the working population is taking advantage of this. While 29.5% of respondents who took our survey don't work, and a further 24% do work but not from home, the remainder are working from home at least one day a week (this equates to 65% of the working population).

There's a more or less equal split between the people who are working from home all the time (16% say they WFH five days a week or more) and those who are splitting work evenly between home and the office (15% of Americans are working from home two to three times a week).

Most likely to work from home all the time are Gen X (19%), which could be because - aged between 41-55 - they're likely to be in more senior positions. But, conversely, they're also the demographic most likely to never work from home (27%). This could also be because of their seniority, which requires them to be on-site.

Most likely to enjoy the flexibility of the new working environment overall are the Millennials; 27% work from home between two to four days per week. This compares to 24% of Gen Z, 15.5% of Gen X and 11% of Boomers (but Boomers are the demographic most likely to not work at all: 47%).

How many days per week do you typically work from home at the moment?



Wellness is a priority

Fitness is one lifestyle trend that looks set to be huge in 2022; 47% of Americans say they're trying to improve their fitness right now, while a further 46% are trying to lose weight. Gen Z are especially focused on getting fit, with more than half (51%) pursuing this goal. Meanwhile, it's Gen X and the Boomers who are most likely to be trying to lose weight; half of both demographics are hoping to shed pounds.

When the pandemic hit last year, many young adults moved back in with their parents, but our data suggests that trend has started reversing. Nearly 22% of Gen Z and 28% of Millennials say they are planning to move home (or have recently moved). However, the older demographics are also on the move, with 16% of Gen X and 14% of Boomers looking for new homes, indicating that rocketing house prices

and rental prices are likely to continue their upward trajectory.

According to CDC data, the pandemic did not lead to a baby boom as previously predicted. Instead, there has been a 5-10% decrease in births nationwide. Nationally, birth rates have been trending downward for years and it doesn't look like 2022 will buck the trend either; only 6% of female respondents to our survey are expecting a baby or recently had one,

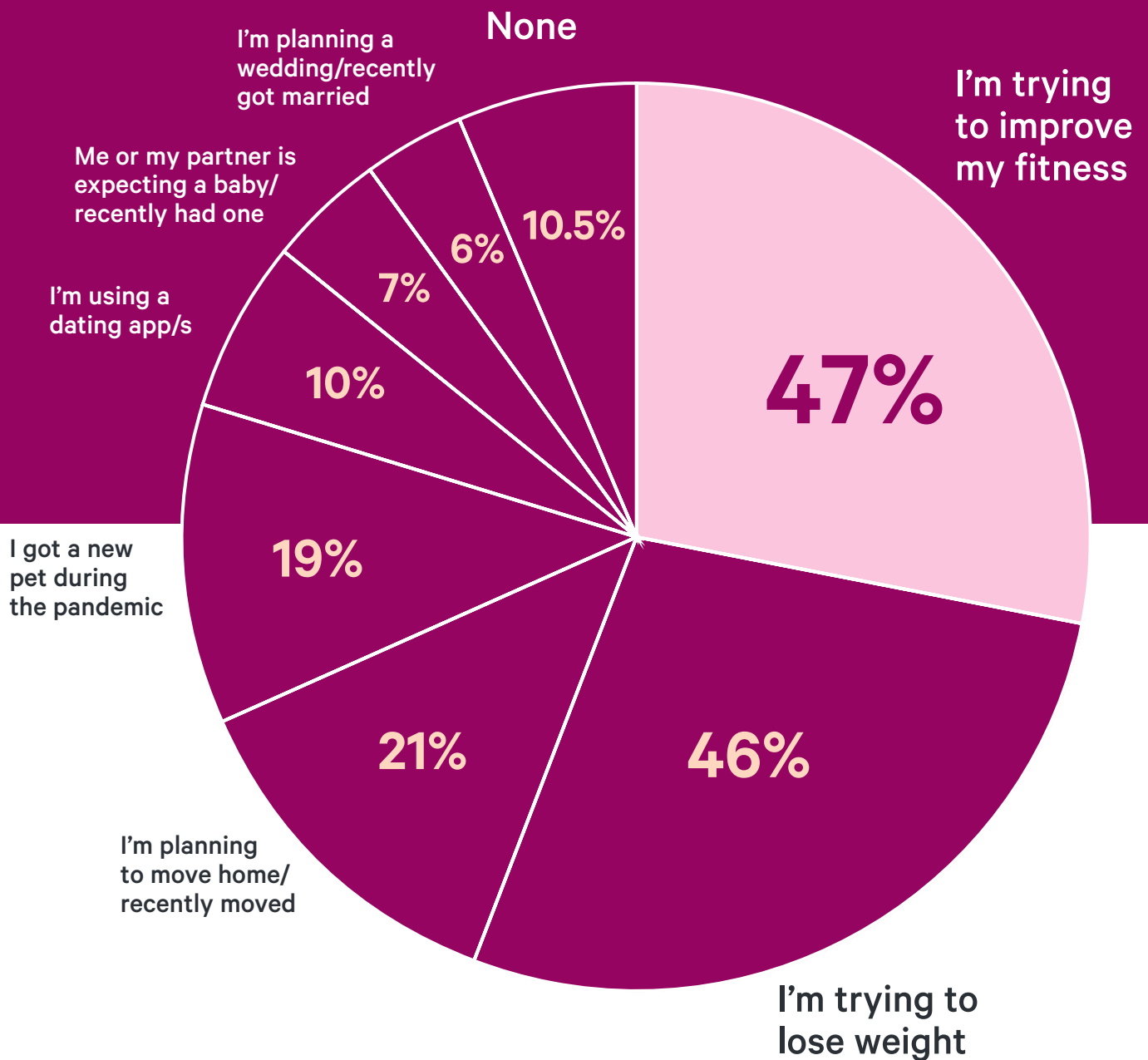
Meanwhile, the marriage rate is at the lowest level since the US government began keeping marriage records in 1867, with people opting to put marriage off for longer (or not get married at all). Government figures show that the median ages at first marriage are now 30 years for men and 28 years for women, about eight years higher than the ages in the 1950s. Our data shows that just 6% of Americans are planning a wedding (or recently got married), with Millennials the demographic most likely to be celebrating nuptials (11%).

And what about the pandemic pet boom? According to our survey, this was a real thing; 19% of Americans got a new pet during the pandemic, suggesting fur babies have become more popular than actual babies. Most likely to have got themselves new furry friends are the younger demographics (26% of Gen Z and 24.5% of Millennials versus 16% of Gen X and 9.5% of Boomers.

Younger Americans are also more likely to be looking for a special human friend; 15% of Gen Z and 14% of Millennials are using a dating app or apps, in comparison to 8% of Gen X and 4.5% of Boomers.



Do any of the following apply to you?



Saving the planet... by recycling

Another trend to undoubtedly shape 2022 will be sustainability. The climate crisis has become a permanent fixture in the daily news and consumers are more switched on to the issue than ever before. Indeed, only 16% of Americans say they don't make any efforts to be sustainable.

Recycling is the top activity, undertaken by half of respondents. Boomers are the best at sorting their waste (62% recycle), while Millennials are worst (45%).

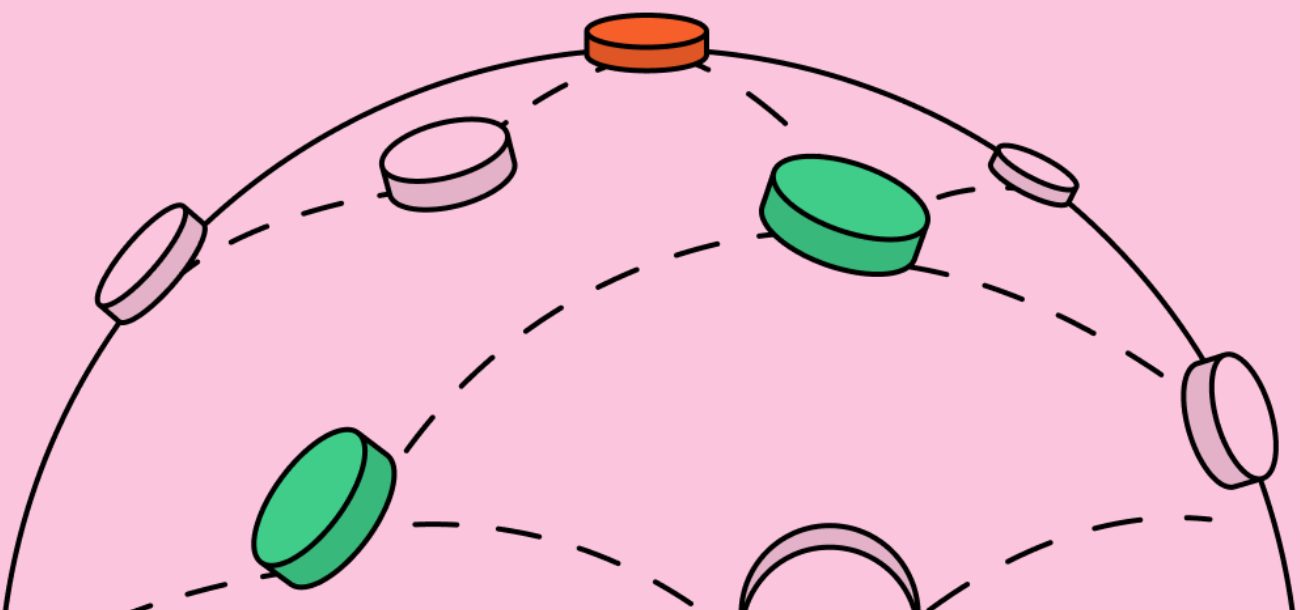
Boomers are also leading a move towards more conscious consumerism in general; 37% say they're buying fewer things and consuming less (this compares to 34% of Americans overall).

A quarter of the nation (25%) are trying to reduce their use of single-use plastic, with Boomers, again, making the most effort (30%) and Gen X making the least (19%). Meanwhile, 21% of Americans are eating more plant-based foods. This time it's the Millennials leading the way (24%), followed by 22% of Gen Z, 20% of Boomers and 18% of Gen X.

In terms of mitigating the polluting impact of transportation, 24% of consumers are reducing their car usage, 13.5% are taking fewer flights and 6% drive an electric vehicle. While Boomers excel at reducing car usage (31%), Millennials are most likely to have made the switch to electric vehicles; 11% drive them versus 1% of the oldest demographic.

Only 8% of Americans have switched to a green energy supplier, highlighting a big opportunity for the sector to grow. Millennials are most likely to have changed suppliers (13%), while Boomers are the least (3.5%).

The least sustainable demographic appears to be Gen X, 21% of whom say they don't practice any sustainable activities. In comparison, 13% of Boomers, 14% of Millennials and 14.5% of Gen Z say the same. If you want to get the full lowdown on the latest sustainability trends, [download our separate report](#).



50%
Recycling

34%
Buying fewer things/
consuming less

25%
Using less single
use plastic

24%
Reducing car
usage

21%
Eating more
plant-based
foods

13.5%
Taking fewer
flights

8%
Using a green
energy supplier

6%
Driving an
electric vehicle

16%
None
at all

**Which of these
sustainable
activities do you
practice?**

06

Media consumption trends

Box set bingeing has decreased





For brands trying to navigate the second coming of the 'Roaring 20s', a digital ad spend boom, and a general fatigue for bad news, our media consumption data points to a significant decrease in Americans' desire to sit in front of a TV screen for prolonged periods of time.

As the Great Reopening has gained pace, binge-watching of both live TV and streaming content has seen marked declines. While Netflix still dominates streaming, the percentage of people engaging in five-hour+ bingeing sessions on streaming platforms is down from 26% in 2020 to just 12% in 2021.

More Americans also stopped watching live TV for more than six hours (9%) compared to last year (19%). Meanwhile, nearly one in five consumers (19%) say they now watch no live TV in 2021, versus 14% in 2020.

And for the first time since our media consumption report was launched in 2019, the proportion of Americans who watch streaming TV content (83%) has surpassed those who watch live TV (81%) on a daily basis.

More media consumption highlights

-  • **There's been a collapse in consumers watching TV news**, with just under a third of Americans (32%) regularly tuning into news content in 2021, compared to 46% in 2020.
-  • **Social is America's favorite media to engage with**; 93% spend some portion of their day on social media. This is followed by streaming TV (83%) and music streaming (81%).
-  • **Americans' favorite social media platform is YouTube**, with 87% using the platform at least once during the month. However, consumers are more likely to use Facebook on a daily basis (54%) compared to YouTube (45%).
-  • **Americans are listening to more radio this year**, with just 11% saying they never listen to the radio (compared to 20% in 2020). Additionally, more than half of consumers say they listen to podcasts (56%), compared to 49% in 2020.

For the complete picture on Americans' watching, listening and scrolling habits, download the [US media consumption report 2021](#).

US Media consumption trends

Social media

Percentage spending 3+ hours per day

Gen Z: 59%
Millennials: 33%
Gen X: 26%
Boomers: 14%



Live TV

Percentage watching 3+ hours per day

Gen Z: 20%
Millennials: 35%
Gen X: 44%
Boomers: 54%



Streamed TV

Percentage watching 3+ hours per day

Gen Z: 44%
Millennials: 43%
Gen X: 29%
Boomers: 20%



Podcasts

Percentage who listen weekly

Gen Z: 37%
Millennials: 45%
Gen X: 25%
Boomers: 15%



Radio

Percentage who listen daily

Gen Z: 19%
Millennials: 37%
Gen X: 41%
Boomers: 35%



Streamed music

Percentage who listen daily

Gen Z: 60%
Millennials: 43%
Gen X: 29%
Boomers: 13%



Newspapers

Percentage who read weekly

Gen Z: 16%
Millennials: 32%
Gen X: 23%
Boomers: 25%



News websites/apps

Percentage who visit daily

Gen Z: 8%
Millennials: 24%
Gen X: 28%
Boomers: 35%



Magazines

Percentage who read weekly

Gen Z: 17%
Millennials: 31%
Gen X: 21%
Boomers: 19%



Gaming

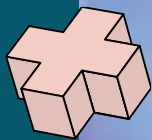
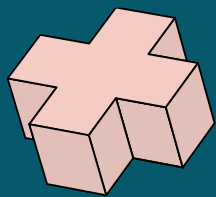
Percentage who play daily

Gen Z: 82%
Millennials: 81%
Gen X: 73%
Boomers: 61%

07

How to master global expansion like Klarna

When launching in new markets across the globe, Klarna uses agile research to make sure their messaging lands and converts.

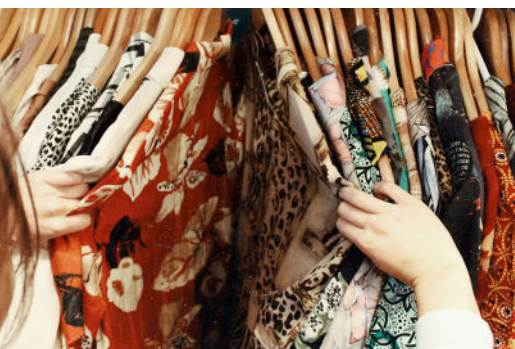


An essential part of launching in a new market is working out how receptive consumers in that market are to your brand and product offering. Nuances in language and regional attitudes mean that getting this understanding directly from your target consumers right at the beginning of the process is a must.

Roel Lammers, Marketing Manager at Klarna, spoke to Attest's Head of Content Sarah Hollinshead about the challenges of international expansion at Campaign Brand Forum – in particular, how the unicorn buy-now-pay-later provider overcame a problem with their product name when entering the Belgian market. You can [watch the full session](#) or read the highlights below...

How to confidently launch in a new market

Whenever Klarna launches in a new market they always carry out qualitative go-to market research, which involves small focus groups and one-to-one interviews.



“It’s a project I do every time to better understand the local culture, the payment habits and the online shopping habits, so we set ourselves up as well as possible for success,” says Lammers.

It was carrying out this qualitative research in Belgium that uncovered a crucial piece of information: Belgian consumers didn’t like the name of the product Klarna intended to launch there, which offers shoppers 21 days interest-free credit.

“We discovered that when we talked about the product that we were going to launch, people had kind of a negative reaction to it. We were like, ‘Hmm, this is a problem. This is actually an issue if we want to launch the product successfully.’ So we needed to do some more research into what would work as a product name.”

Says Lammers: “It gave us very good insights and we decided to change the product name to ‘Pay in 21 Days’. It’s a very clear name because it’s actually telling you what you can do with the product. And it just proved to be the absolute best name compared to all the names that we tested.”

We discovered when we talked about the product, people had a **negative reaction** to it.

Lammers turned to Attest to do a quantitative study, choosing the platform for its ease of use, speed and quality of data. “I found that the platform was the best in terms of price and performance,” he adds.

Klarna created a survey to test different product names and to see what would convert best. The survey asked people to imagine buying two pairs of trousers online, with the intention of returning one pair.



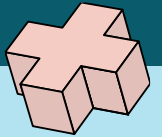
Adapting the messaging

After finding success with the naming survey, Klarna decided to try using Attest for creative and messaging testing, something that Lammers says has proved to be “very valuable”. By showing adverts designed for one market to consumers in a different market, Lammers and his team are able to test the reaction and adjust the messaging accordingly. (Side note: Attest makes testing creative easy by letting you integrate graphics, videos and sound clips into your survey and get feedback from more than 110 million consumers in 49 markets).

“Klarna is kind of quirky sometimes,” notes Lammers. “We try to stand out by being disruptive but there’s also different markets and different cultures, right? So one of the things we do before entering the markets is that we show communication and we see how people react. So an example would be that I’ve just done market research in Poland and, obviously, this is a very different market than Spain.”

While Klarna wants to maintain its unique brand voice and personality, carrying out this type of testing lets the brand finetune its messaging – and avoid any embarrassing PR

Without doing research, I think you potentially lose a lot of **value and momentum**.



disasters (remember when KFC entered China with the slogan ‘Eat your fingers off?!’).

Says Lammers: “We’re not changing our tone of voice or the way we market, but we might tone it up or down slightly, depending on how the culture is receiving our messaging.”

He concludes that consumer research – especially when it can be done so quickly and cost efficiently through a platform like Attest – is a must for brands trying to make a splash in new markets.

“It just saves a lot of mistakes and it helps positioning of the product, and building the right messaging for the products,” he says. “These are kind of pivotal when doing a product launch. Without doing research, I think you potentially lose a lot of value and momentum.”



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