



elephants can't jump

# Tenderstem Advertising Claim: Quantitative Debrief

April 2021





# The Brief & Challenge



# The brief & challenge

For its upcoming advertising campaign, Tenderstem is planning to use the claim '**broccoli but better**'.

This statement is grounded in the insight that **broccoli is the brand's main competition**. In order to gain greater penetration amongst consumers, Tenderstem must raise awareness and address its competition head on.

In order to justify the claim to the **Advertising Standards Authority**, Tenderstem needs to ensure it is **substantiated by consumers**.

Tenderstem has asked the Elephants to test this claim with consumers using **quantitative research**, in order to provide evidence for it.







# Methodology & Questions



# Methodology & Question 1

We carried out a quantitative survey with **1082** individuals who were **representative** of the UK population.

All respondents had **tried both standard broccoli and Tenderstem** within the past 12 months.

The survey contained three questions:

**Q1) Which of these are most important to you when considering types of broccoli?**

- Taste
- Presentation on plate
- Texture & mouth feel
- Ease of preparation
- Versatility
- None of these



# Question 2

**Q2. We would like you to compare Tenderstem Broccoli with Standard Broccoli. For each of the following attributes, which is better?**

	Tenderstem Broccoli is much better	Tenderstem Broccoli is slightly better	There is no perceived difference	Standard Broccoli is slightly better	Standard Broccoli is much better
When taste is considered					
When presentation on the plate is considered					
When texture and mouth feel is considered					
When ease of preparation is considered					
When versatility is considered					
When everything is considered					





# Question 3

**Q3. To what extent do you agree that Tenderstem is broccoli but better?**

- Strongly agree
- Agree
- No perceived difference
- Disagree
- Strongly disagree







# Results

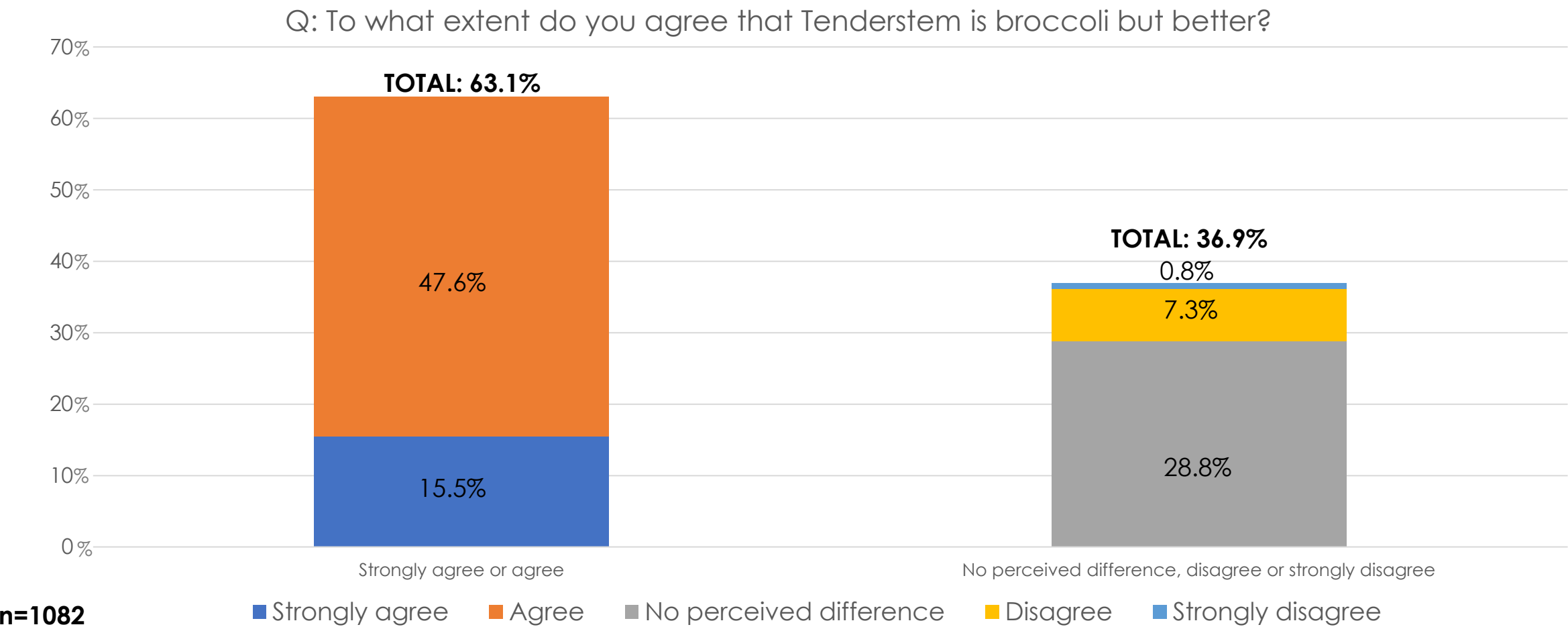


**Areas that Tenderstem  
ranks highly on**



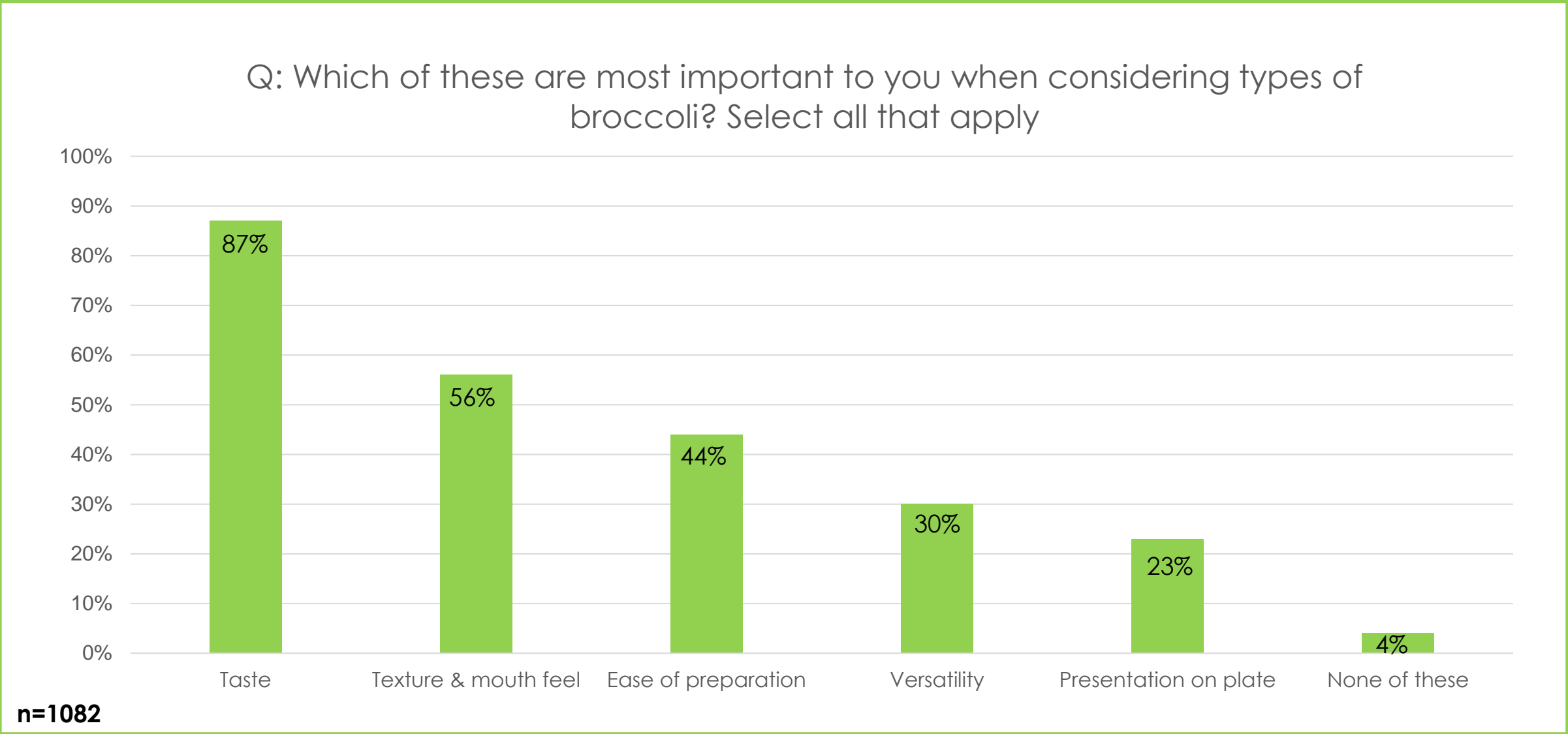
# Tenderstem can confidently use the strapline ‘broccoli but better’ in its advertising

The **majority** of consumers agree that **Tenderstem is broccoli but better**, with **63.1%** stating they either ‘strongly agree’ or ‘agree’ with the statement.





# When considering types of broccoli, taste is the most important factor to consumers...

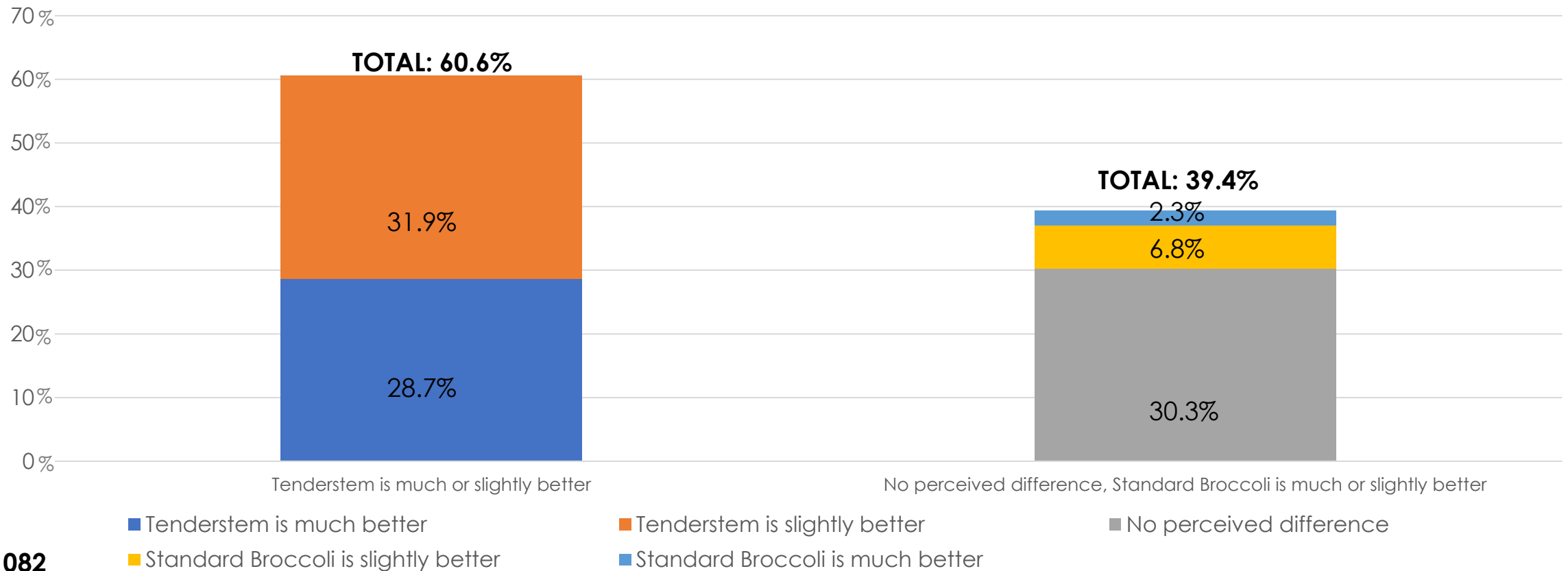




# And the majority believe that Tenderstem is tastier than broccoli

**60.6%** of consumers consider the taste of Tenderstem to be 'much' or 'slightly' better than broccoli.

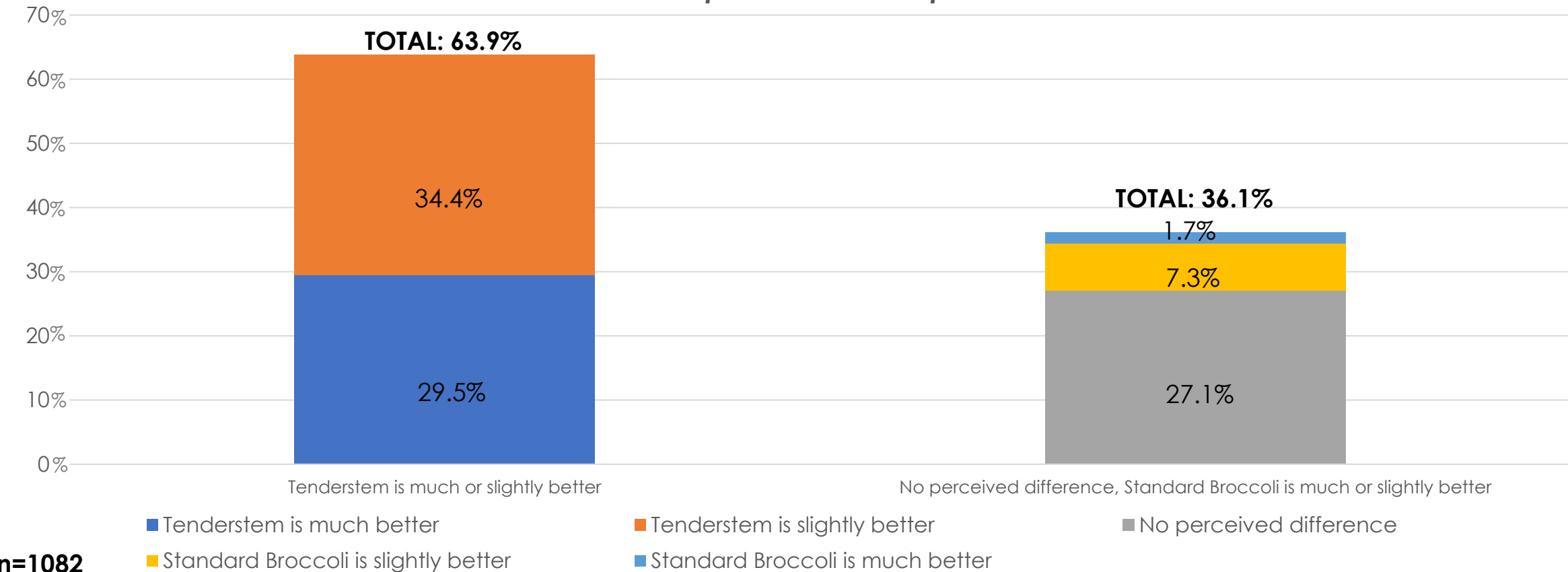
Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli.  
Which is better when **taste** is considered?



# Tenderstem also beat broccoli in terms of presentation on plate

**63.9%** of consumers consider Tenderstem to be ‘much’ or ‘slightly’ better than broccoli in terms of presentation on plate.

Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli.  
Which is better when **presentation on plate** is considered?



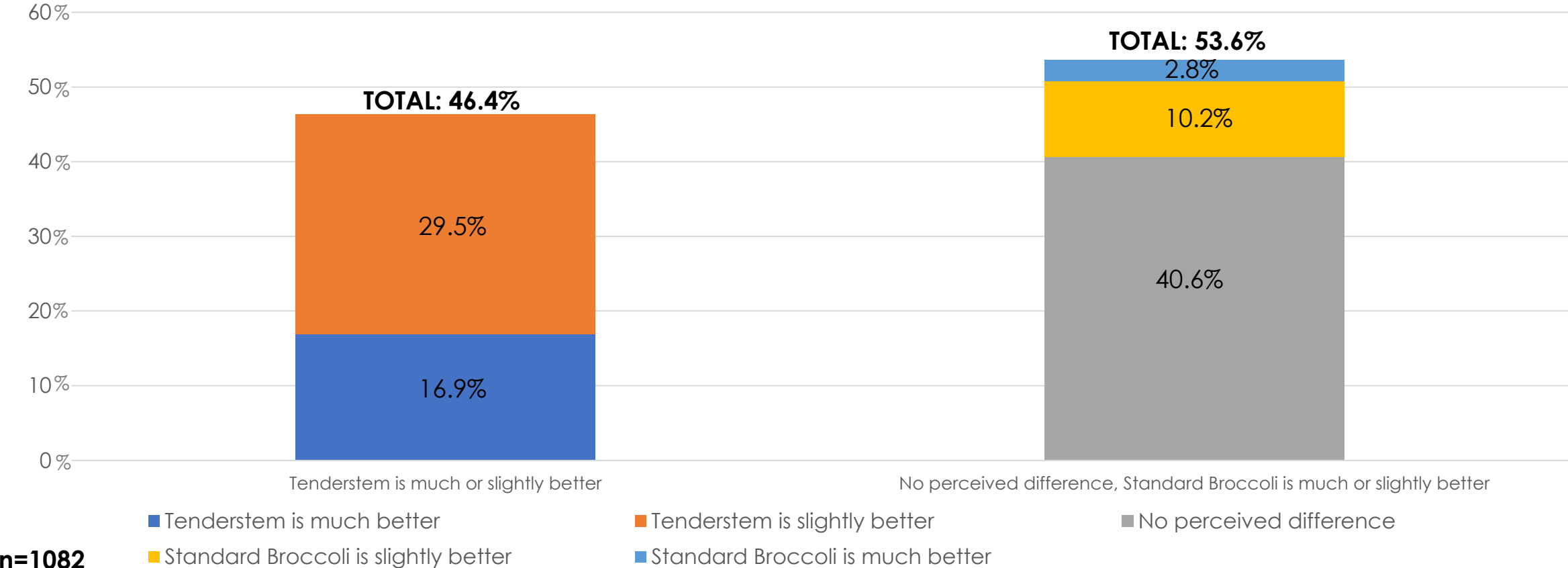


**Areas that Tenderstem  
doesn't rank as highly on**

# However, broccoli ranked a little more highly on texture & mouth feel

53.6% of consumers consider broccoli to be 'much' or 'slightly' better than Tenderstem, or for there to be 'no perceived difference' in terms of texture & mouth feel.

Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli.  
Which is better when **texture & mouth feel** is considered?

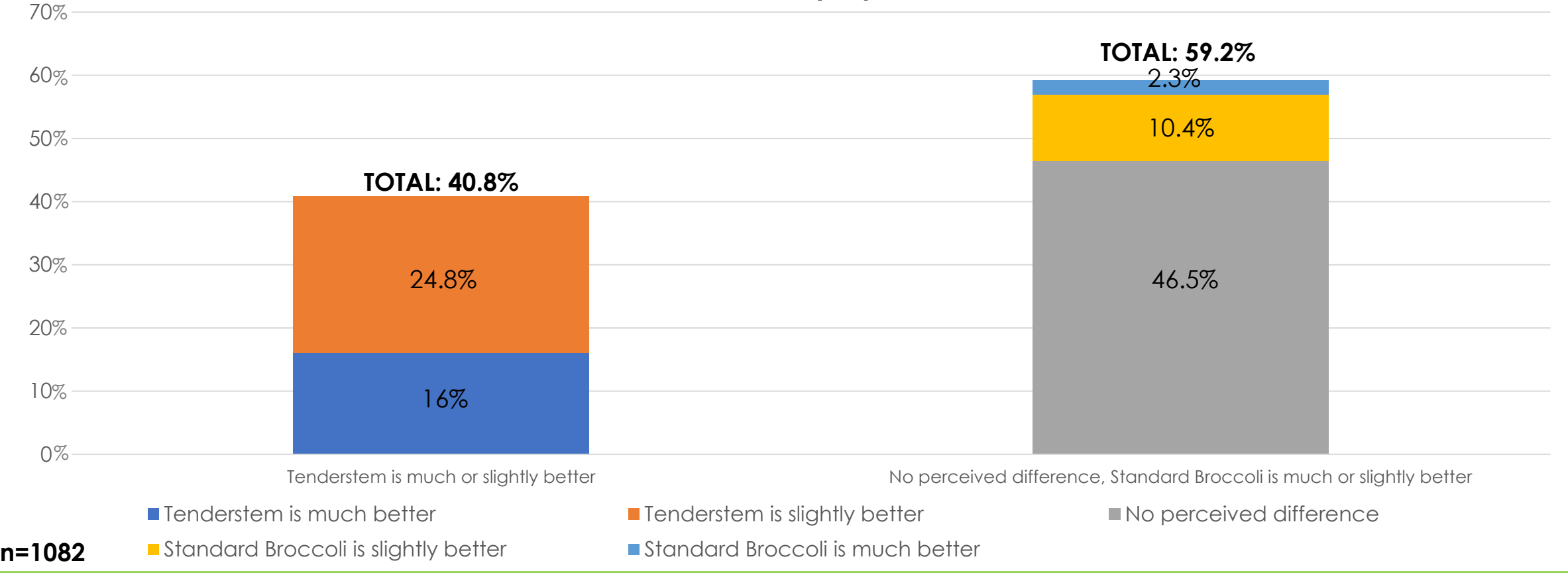




# Broccoli also took the lead in terms of ease of preparation

**59.2%** of consumers consider broccoli to be ‘much’ or ‘slightly’ better than Tenderstem, or for there to be ‘no perceived difference’ in terms of ease of preparation.

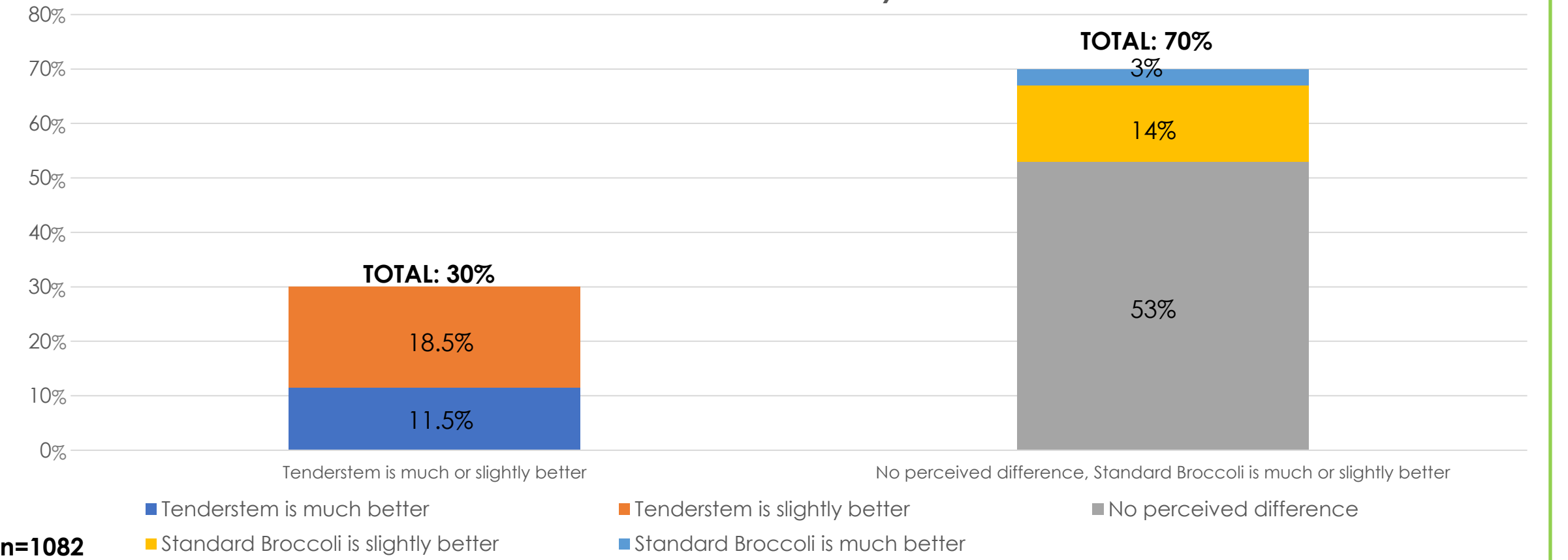
Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli.  
Which is better when **ease of preparation** is considered?



# Consumers believe that broccoli is more versatile than Tenderstem

70% of consumers consider broccoli to be 'much' or 'slightly' better than Tenderstem, or for there to be 'no perceived difference' in terms of versatility.

Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli. Which is better when **versatility** is considered?



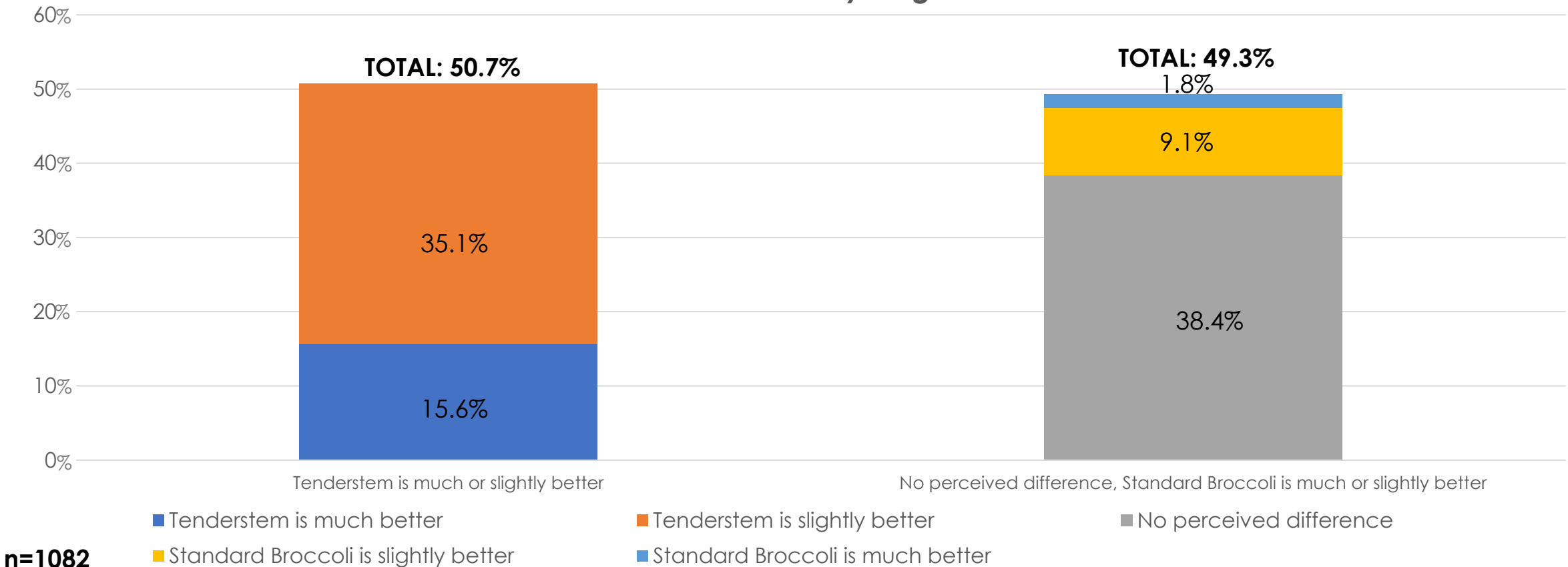


**When everything is considered,  
Tenderstem wins**

# Tenderstem just about wins when everything is considered

**50.7%** of consumers believe Tenderstem is 'much' or 'slightly' better than broccoli when everything is considered. NB. We think there might have been a research effect influencing this result.

Q: We would like you to compare Tenderstem Broccoli with Standard Broccoli. Which is better when **everything** is considered?





**Tenderstem wins across all areas  
when we exclude those who  
answered with 'no perceived  
difference'**

# Of those who expressed a preference....

**On a number of attributes there were a large number of people who expressed no preference, answering with 'no perceived difference'**

When only those who expressed a preference are considered, the preference for Tenderstem becomes even more clear:

**Taste:** Of those who expressed a preference, **86.9%** preferred Tenderstem.

**Presentation on the Plate:** Of those who expressed a preference, **87.6%** preferred Tenderstem.

**Texture:** Of those who expressed a preference **78.1%** preferred Tenderstem.

**Ease of Preparation:** Of those who expressed a preference **76.2%** prefer Tenderstem.

**Versatility:** Of those who expressed a preference **64.0%** prefer Tenderstem.

**When everything is considered:**

Of those who expressed a preference **82.3%** prefer Tenderstem.

n=1082



A photograph of a head of broccoli on a dark, textured surface. A diagonal dark grey overlay covers the bottom-left portion of the image.

# elephants can't jump

Thanks!