



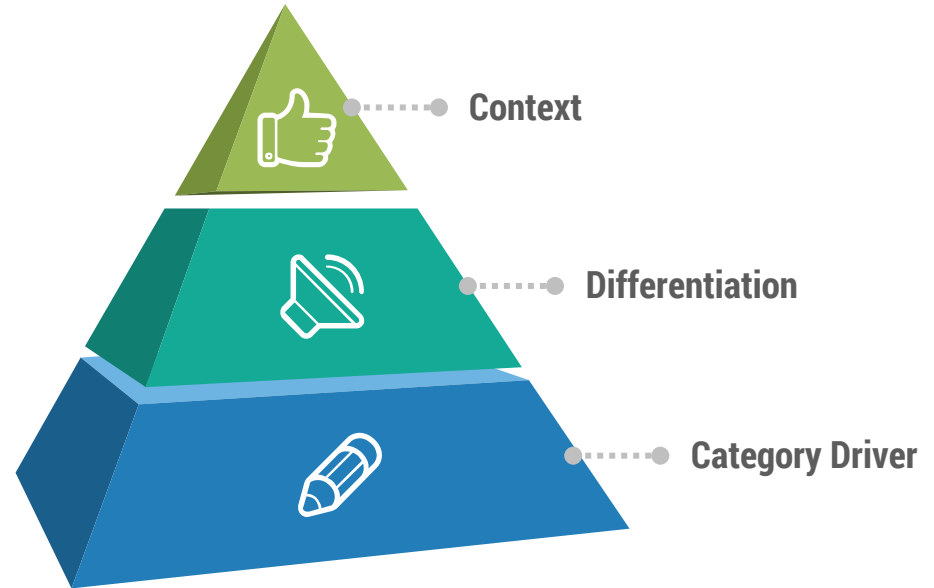
# Marketing Claims

Crafting a message with impact  
and confidence

# Three Kinds of Marketing Claims

A marketing claim is any assertion you make about Nikken, the business, your organization, the opportunity, or the product, –across any channel. It can show up in digital marketing or promotions, presentations, webinars, public statements, testimonials, podcasts or events.

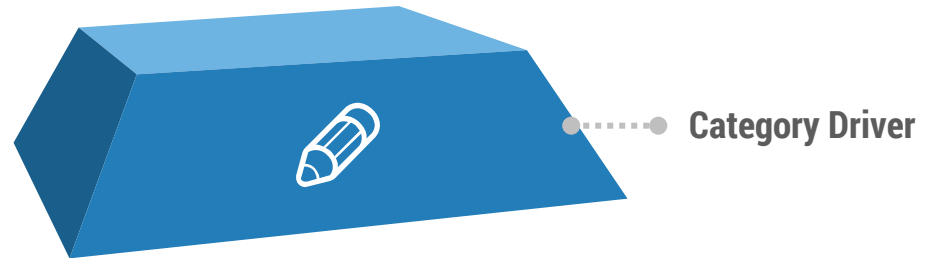
There are many different ways to structure your product claims—superlatives (“we’re the best!”), proof points (“our products are natural and organic”), or even simple statements (“we do the thing so you don’t have to!”)—but all claims can be bucketed into 3 main types of consumer benefits, each with their own business objective.



# Three Kinds of Marketing Claims

**1. Category driver:** Category driver claims explain the benefit of the entire product category. At the most basic level, they explain why consumers need the product. Since category driver claims communicate a basic consumer need, they don't change much over time or vary by location.

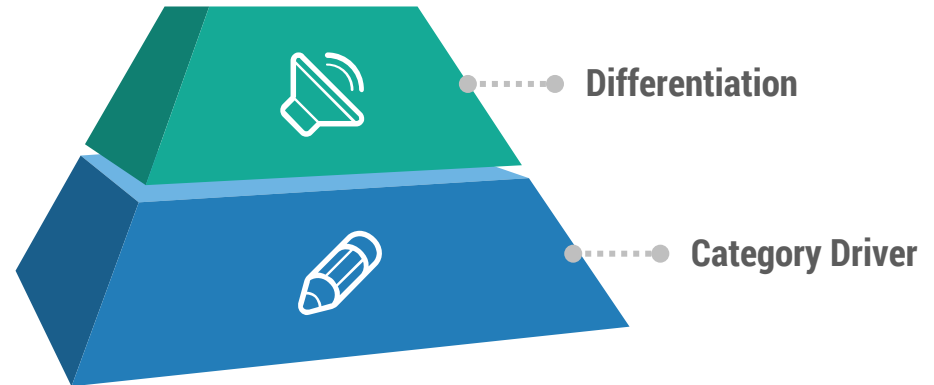
The main goals of category driver product claims are to educate consumers, reassure them, or develop a category that consumers don't yet understand. This is how companies that are doing something new explain what they offer and why people need it.



# Three Kinds of Marketing Claims

**2. Differentiation:** Category driver claims work when you're the industry leader or first to market. Additionally, your claims need to differentiate your brand from your competition. They answer the question, "Why should I choose your brand over all the others?"

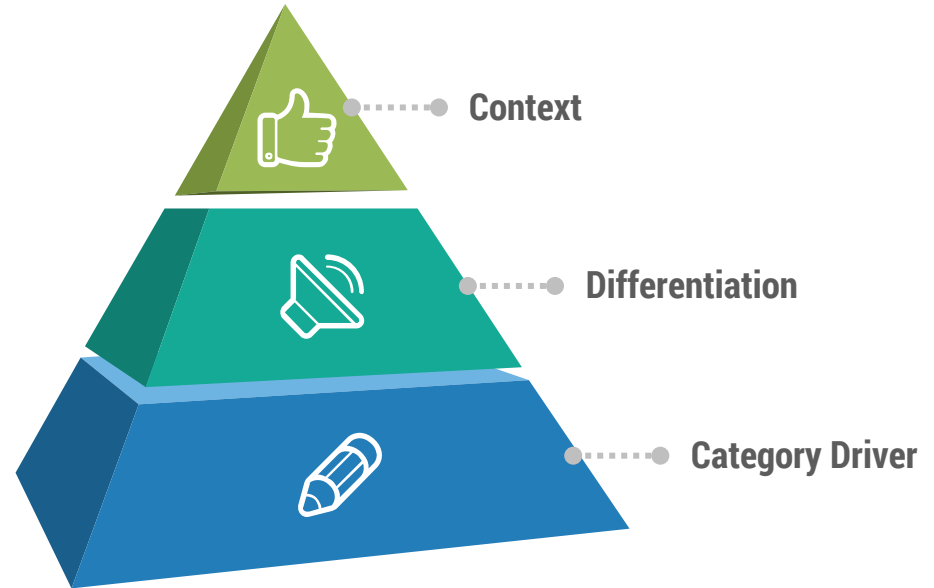
Differentiation product claims showcase your brand's relevant and unique benefits. They address real consumer pain points and help justify why customers or potential Distributors should partner with Nikken.



# Three Kinds of Marketing Claims

**3. Context.** Context product claims go one step deeper than the “what” and the “why,” and dig into the “how,” “where,” and “when.” Context claims cover issues relevant to specific countries, channels, retailers, seasons, or current events. They often take advantage of the unique environment where they’re promoted.

Context claims are more timely. Maybe it’s the New Year, or it’s almost time for the Super Bowl, or your city is experiencing a heat wave or a cold winter. Context claims are usually temporary, but they can make strong points.



# The Weasel Claim

A weasel word is a modifier that essentially negates the claim that follows



01

## Example 1

"*Helps control* dandruff symptoms with *regular use*." The weasels include "helps control," and possibly even "symptoms" and "regular use." The claim is not "stops dandruff."

02

## Example 2

"Leaves dishes *virtually* spotless." We have seen so many ad claims that we have learned to tune out weasels. You are supposed to think "spotless," rather than "virtually" spotless.

03

## Example 3

"Listerine *fights* bad breath." "Fights," not "stops."

# Common Weasel Words are...

Make a note and create your own weasel claims



**Commonly used weasel words include:** "helps" (the champion weasel); "like" (used in a comparative sense); "virtual" or "virtually"; "acts" or "works"; "can be"; "up to"; "as much as"; "refreshes"; "comforts"; "tackles"; "fights"; "the feel of"; "the look of"; "looks like"; "fortified"; "enriched"; and "strengthened."

# The Weasel Claim

A weasel word is a modifier that essentially negates the claim that follows



01

## Nikken Example 1

"Jade Greenzymes makes your immune system feel *like* it's 21 again." We are not saying your immune system will behave like it's 21 again. We are using a simile.

02

## Nikken Example 2

"Ten4 *helps fight* tiredness and fatigue, *refreshing* your energy levels when you need it most." We aren't saying it does, we are saying it helps.

03

## Nikken Example 3

"The Naturest Mattress Topper *comforts* you while you sleep, offering *virtually* the best nights sleep you'll ever have." We are not claiming it is the best nights sleep.



# The Unfinished Claim

The goal is to say it is better or more than the competition. Without specifying how. Words could include: more, better, softer, quieter, wetter, less, twice as much.



01

## Example 1

"Magnavox gives you more." More what?

02

## Example 2

"Scott makes it better for you." Better than what?

03

## Example 3

"Ford LTD--700% quieter."  
When the FTC asked Ford to substantiate this claim, Ford revealed that they meant the inside of the Ford was 700% quieter than the outside.

# The Unfinished Claim

The goal is to say it is better or more than the competition. Without specifying how. Words could include: more, better, softer, quieter, wetter, less, twice as much.



01

## Nikken Example 1

"You can be sure if you're drinking Nikken water, it's better." Better than what?

02

## Nikken Example 2

"You'll get more sleep with a Nikken sleep system." More than what?

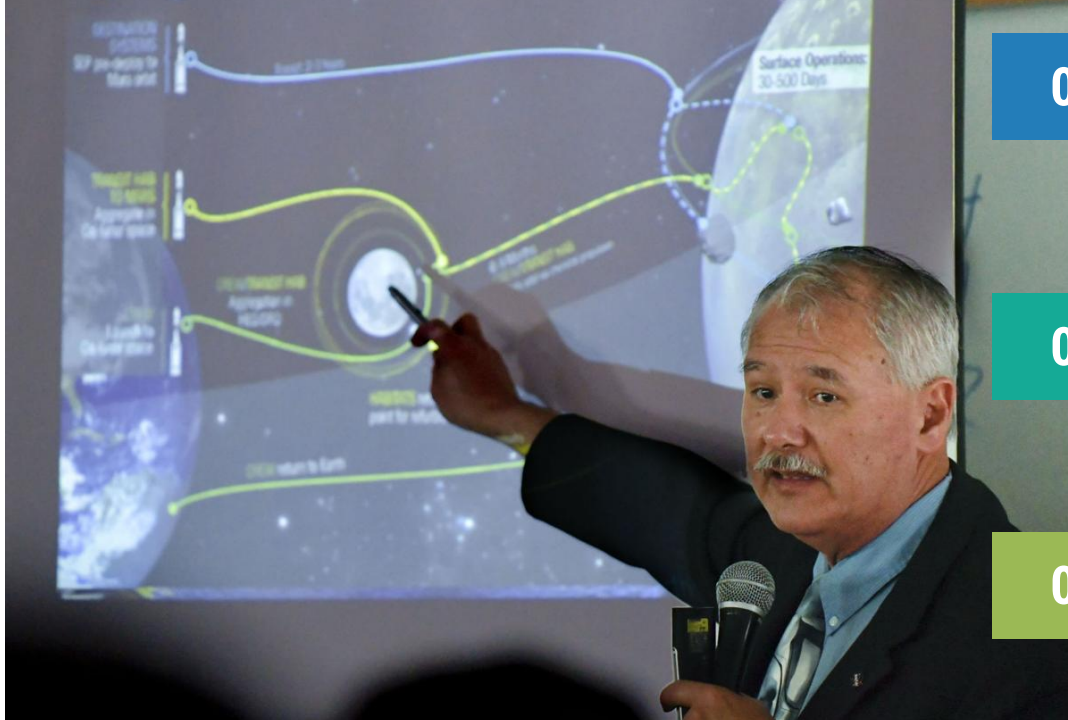
03

## Nikken Example 3

"Kenzen Bergisterol offers you better cardiovascular support. Better blood pressure. Better cholesterol levels." Again, better than what?

# The Scientific or Statistical Claim

This kind of message uses some sort of scientific proof or experiment, very specific numbers, or an impressive sounding mystery ingredient.



01

## Example 1

"Easy-Off has 33% more cleaning power than another popular brand." "Another popular brand" often translates as some other kind of oven cleaner sold somewhere. Also the claim does not say Easy-Off works 33% better.

02

## Example 2

"Special Morning--33% more nutrition." Also an unfinished claim.

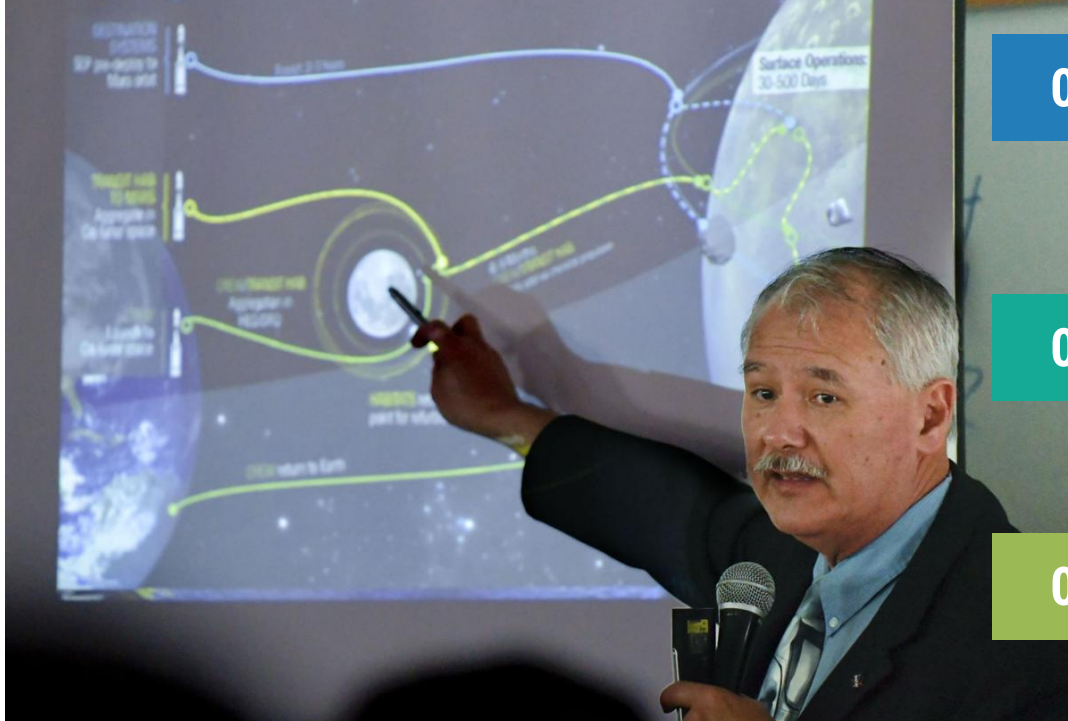
03

## Example 3

"Sinarest. Created by a research scientist who actually gets sinus headaches."

# The Scientific or Statistical Claim

This kind of message uses some sort of scientific proof or experiment, very specific numbers, or an impressive sounding mystery ingredient.



01

## Nikken Example 1

"Kenko Powermini has patented Dynaflux magnetic technology with twelve 750 gauss magnets which ease stress and strain points in a targeted way."

02

## Nikken Example 2

"The Kenko Backflex offers patented Dynaflux technology which provides wonderful lower-back support."

03

## Nikken Example 3

"Relax with the Kenko Magduo. Its dynamic field of magnetic energy can help provide immediate relief."

# The “we’re different and unique” Claim

This kind of claim states that there is nothing else quite like the product being promoted.



01

## Example 1

"There's no other mascara like it." That could mean a whole bunch of things...

02

## Example 2

"Only Doral has this unique filter system." The assumption is it's better.

03

## Example 3

"Either way, liquid or spray, there's nothing else like it." Again, the consumer interprets that as superior.

# The “we’re different and unique” Claim

This kind of claim states that there is nothing else quite like the product being promoted.



01

## Nikken Example 1

“Only Nikken filters water this way.” Assumes extra attention to detail.

02

## Nikken Example 2

“There are no other insoles in the market like these.” Leads one to the conclusion that they are unique and superior.

03

## Nikken Example 3

“There is nothing out there like Kenzen Immunity.” Sounds like this is the best you can get.

# The Vague Claim

The vague claim is simply not clear. This category often overlaps with others. The key to the vague claim is the use of words that are colorful but meaningless, as well as the use of subjective and emotional opinions that defy verification. Most contain weasels.



01

## Example 1

"Its deep rich lather makes hair feel good again." How do you confirm how good hair should feel?

02

## Example 2

"Lips have never looked so luscious." Can you imagine trying to either prove or disprove such a claim?

03

## Example 3

"For skin like peaches and cream." This one is also a weasel.

# The Vague Claim

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01

## Nikken Example 1

"Kenzen Joint makes knees feel great again."

02

## Nikken Example 2

"Kenzen Vital Balance. Your stomach will thank you for it."

03

## Nikken Example 3

"The Kenko Seat. Give your seat the best seat."



# The 'Compliment the Consumer' Claim

This kind of claim butters up the consumer by some form of flattery.



01

**Example 1**

"You pride yourself on your good home cooking...."

02

**Example 2**

"We think a Volvo driver is someone special."

03

**Example 3**

"For people with taste."

# The 'Compliment the Consumer' Claim

This kind of claim butters up the consumer by some form of flattery.



01

## Nikken Example 1

"The Nikken water system is for people who pride themselves in healthy living."

02

## Nikken Example 2

"Women that wear Nikken jewellery value elegance."

03

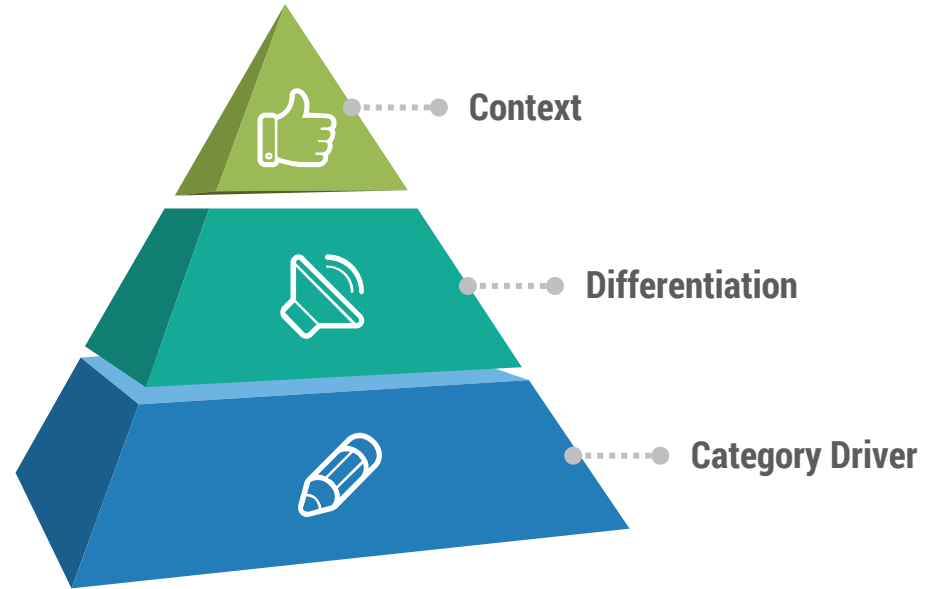
## Nikken Example 3

"Men and women that understand the power of antioxidants use Nikken's Super Ciaga."

# Call to action:

Understand that making claims is a creative marketing process that includes:

1. Preparation
2. Planning
3. Careful copywriting
4. Appealing to emotions
5. Being creative
6. Looking for solutions
7. Embracing facts





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and confidence