

In a Concept Revealed Single Product Use Test, 93% of mums said that Vicks BabyBalm® helped their babies feel relaxed

Joshua Evans, Peyton Cheong

INTRODUCTION

To understand consumer opinion of Vicks BabyBalm® during product development, 200 mothers of babies aged 6-12 months took part in a Concept Revealed Single Product Use Test in Germany.

Recruitment Criteria:

- Mothers of babies aged 6-12 months
- German Nationality
- Have bought or used VapoRub® or other rubs in the past 12 months
- Must not reject the Vicks Brand
- Must be open to using rub products for their children
- Have not participated in other research in the past 6 months
- Willing to attend a follow up interview
- No allergies to ingredients in the product

Vicks BabyBalm® is a new cosmetic product designed specifically for children aged 6 months and above. The product is primarily composed of:

- Petrolatum
- Aloe vera extract
- Fragrances of rosemary and lavender

METHODS & RESULTS

A Concept Revealed Single Product Use Test was conducted at consumer homes in July 2016 via an online questionnaire where consumers were shown and reacted to the product concept. Consumers were then given 5g of the product for use (applied to the child's chest, neck and back), and were asked to react to the product experience.

Questions asked involved a series of experience ratings with responses recorded using a 5-point scale (Poor, Fair, Good, Very Good, Excellent). One of the questions asked whether Vicks BabyBalm® "helps my baby feel relaxed."

It was assumed that consumers who, in the answer to the above question, rated the product either "Excellent", "Very Good", or "Good" would agree that the product helped their baby feel relaxed.

The number of consumers who rated each attribute as "Excellent", "Very Good", or "Good" were collated, divided by the total number of consumers (200) and then multiplied by 100 to determine the percentage of consumers who agreed with the claim statement (see **Table.1**)

Question: The product helps my baby/child feel relaxed	
Not answer	0
Poor (Avg.)	3
Fair (Avg.)	12
Good (Avg.)	56
Very good (Avg.)	83
Excellent (Avg.)	46
Top 3	185
Top 3 (%)	92.5
Total Responses	200

Table 1: Collated top 3 attributes percentage for "Helps my baby feel relaxed" claim

CONCLUSION

A Concept Revealed Single Product Use Test indicated 93% of mothers with children 6-12 months of age said that Vicks BabyBalm® helped their babies feel relaxed.

DISCLAIMER

The study was carried out by a third-party vendor (PMF, Plan Marktforschung GMBH, Frankfurt Germany), and results were not influenced by PGT Healthcare.