

Case Study: Home Use Test of Supplement Provides Consumer Validation After Clinical Trials

Background

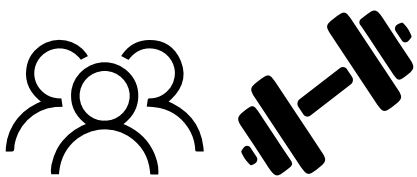


Our client conducted clinical trials on their sports recovery supplement, confirming its effectiveness at a cellular level.

However, they faced challenges in interpreting these findings in relation to the consumer product experience.

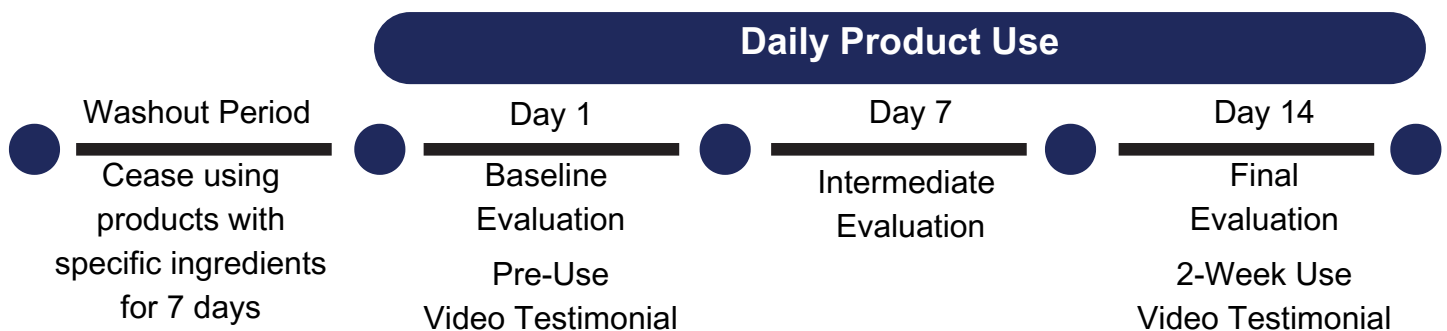
To bridge this gap, consumer trials became essential to strengthen the client's proposition and gain understanding of consumer perceptions of the supplement's effects.

Methodology



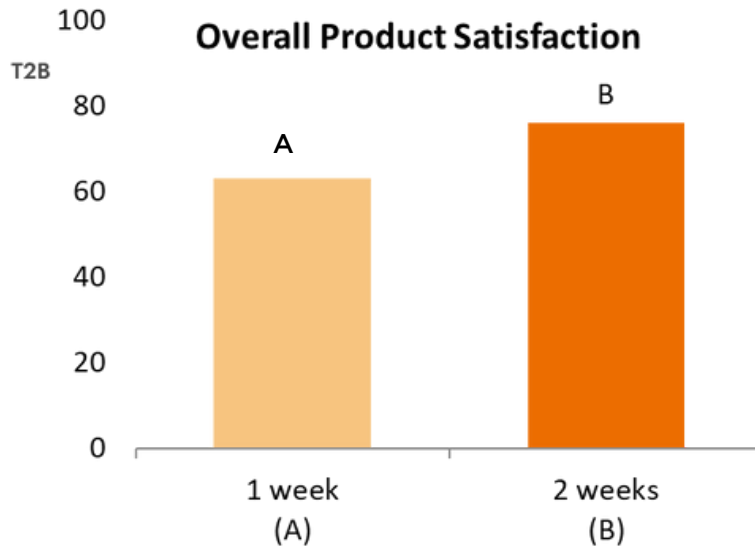
n=100 active adults age 20-50 years old who experience muscle soreness as a result of exercise were recruited for a home use test of a sports recovery supplement

3 quantitative questionnaires and 2 video testimonials explored respondent activity, physical and mental fatigue, and overall product satisfaction per the following timeline:



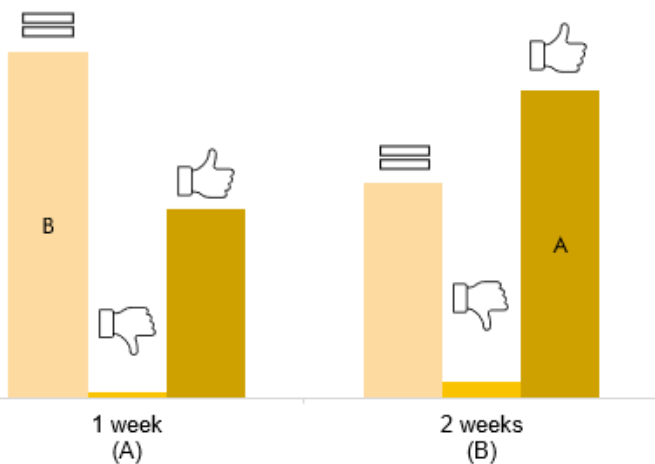
Results

Product satisfaction increased from 1 to 2 weeks of product use, both overall and on specific metrics of exercise performance, muscle discomfort during exercise, and post-exercise physical and mental fatigue.



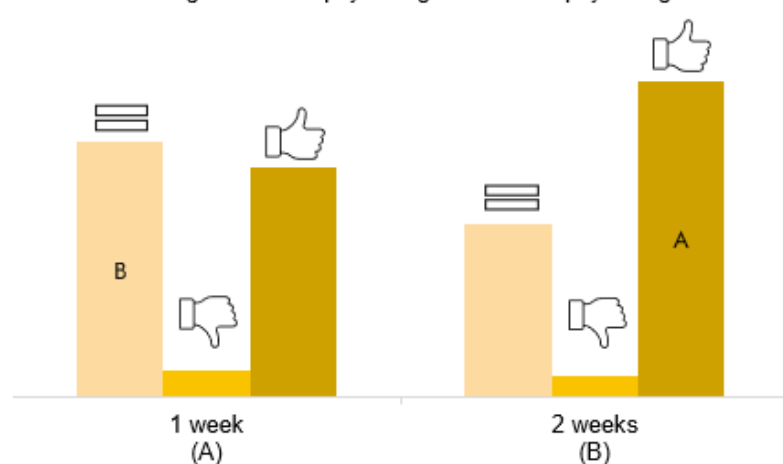
Noticed Differences: Exercise Performance

■ No change ■ Decline ■ Improvement



Noticed Differences Post-Exercise Physical Fatigue

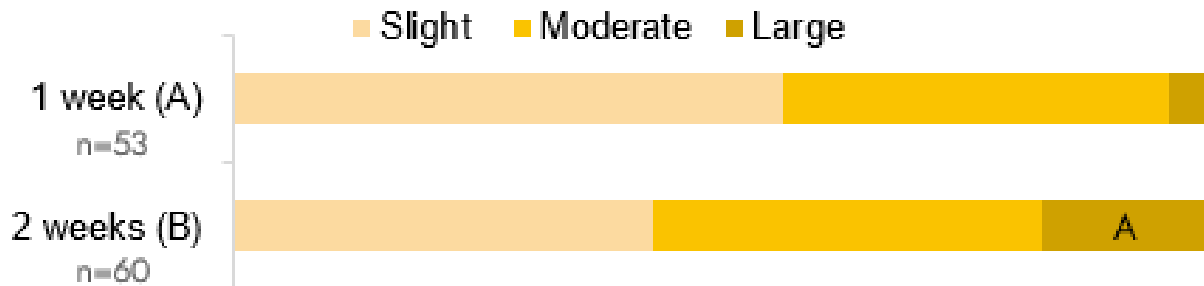
■ No change ■ More phys. fatigue ■ Less phys. fatigue



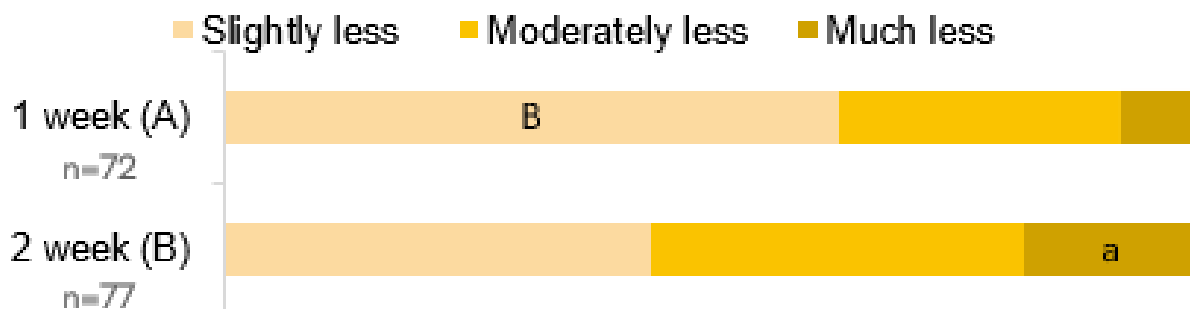
Results

Some metrics showed an increase in the **magnitude** of improvement from week 1 to week 2, including overall energy level increase, and amount of muscle soreness experienced post-exercise.

Overall Energy Levels Improvement



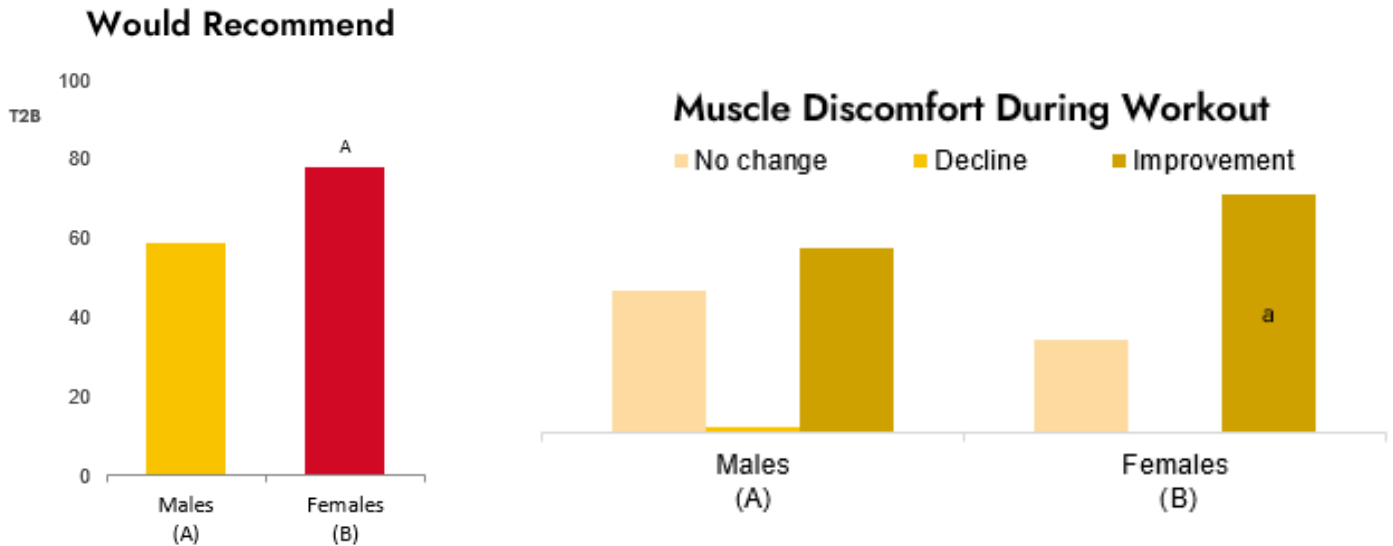
Muscle Soreness: Post-Exercise Less Soreness



Results

Subgroups of Gender and Age were also analyzed.

Females respond more positively to the supplement overall than males, and perceive a greater improvement in muscle discomfort during a workout.



The youngest age group (20-30 year olds) trended highest for satisfaction after the full use period and for likelihood to recommend to others.



Insights to Action

The client understands which benefits are most apparent and how to describe them in marketing materials.

It will be important to articulate to the consumer that consistent use is necessary to experience results.

The video testimonials are integral in the team's internalization of study results and consumer sentiment.

It is important to understand the thoughts of those who found the supplement to be helpful, as well as those who were not satisfied with the product's effects.



The team has the tools and information needed to sell the new product into retail between the clinical and consumer trials.

