



"Testfakta has high credibility in the market"

Stefan Lagerqvist, Marketing Director, Home & Personal Care, Unilever Nordic:

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How do you feel about your collaboration with Testfakta?

We've used Testfakta several times to conduct third-party testing of various Unilever products. Testfakta is one of only a few companies in Europe that perform this kind of comparative laboratory testing. They keep a close eye on what is happening in the market in terms of product range and product development.

By working with some of the leading test and research labs in Europe, they have a unique ability to produce tests that give a fair picture of the differences between a selection of products on the market.

What positive effects have you seen?

Testfakta has a high level of credibility in the market and the results of Testfakta's tests help us to reach out effectively to consumers. In addition, the tests are detailed and solidly designed, which makes communicating to third parties easier. The advanced technical level of the tests also provides valuable input for our development department about our product's performance in relation to what our competitors sell.

What difference have Testfakta's labels made to your communications work?

The label works as a quality mark, confirming in a credible way what we want to say about our product. It makes our marketing communications clearer and more effective.

What impact have the labels had on sales?

The label has had a marked effect in store, helping consumers to make a choice when faced with a bank of products on the shelves. The quality mark also fulfils an important function in terms of getting your product listed with a supermarket, which indirectly has a huge impact on sales. Otherwise, the effect on the market is directly linked to exposure in the media. The more widely the label gets seen, the better the effect.

How do the marketing and the labels benefit the customer?

This isn't a matter we have investigated, but I would hazard a guess that the customer feels more confident about their purchase. Even though we're usually talking about grocery products, it's no doubt encouraging to have your purchase validated by an independent body.

