

Eastpak Launch: Trade Surveys

Objective Determine what the trade want most from a new backpack

Data Source Telephone trade surveys

Question *“What would motivate you to take on a new backpack line?”*

ThoughtSCAN[®]

VERBATIMS

guarantee

life

long

ThoughtScan Frequency

88

67

50

ThoughtTalk *“Advertising is nice, but quality **guarantees** are better.”*
*“How about a **life long guarantee** on backpacks?”*
*“Taking back product is a hassle. Make it **guaranteed.**”*

Results Eastpak was the first backpack to offer a lifelong guarantee. The response from consumers and the trade was very strong. The trade actually requested their humorous posters.

www.wallacewashburn.com