



Lonza Logo-Test in 4 countries

This study was conducted on behalf of Lonza
by IHA-GfK AG, Hergiswil (Switzerland)

March 2007

Studydesign

Lonza

2





Method

Online-Interviews (CAWI)

Fieldwork

6th February to 17th February 2007

Sample

UK		508	25%
USA		506	25%
Germany		505	25%
Japan		505	25%
Total		2024	100%

Addresses

IHA-GfK AG

Survey organisation

Lonza Group Ltd – Reto Renggli
 Lonza Group Ltd – Karin Hablützel

☎ 061 316 82 44

☎ 061 316 82 85

IHA-GfK AG - Christina Dahinden, project management ☎ 041 632 94 52

IHA-GfK AG – Roland Rosset, method advise ☎ 041 632 90 28

Project number

9'406'942 / 1'0159'14

Reading assistance

The letters behind the numbers indicate a significant difference (95% level) in comparison to the relevant part-segments that the letters represent. For a better readability not all significant differences are shown on the graphs.

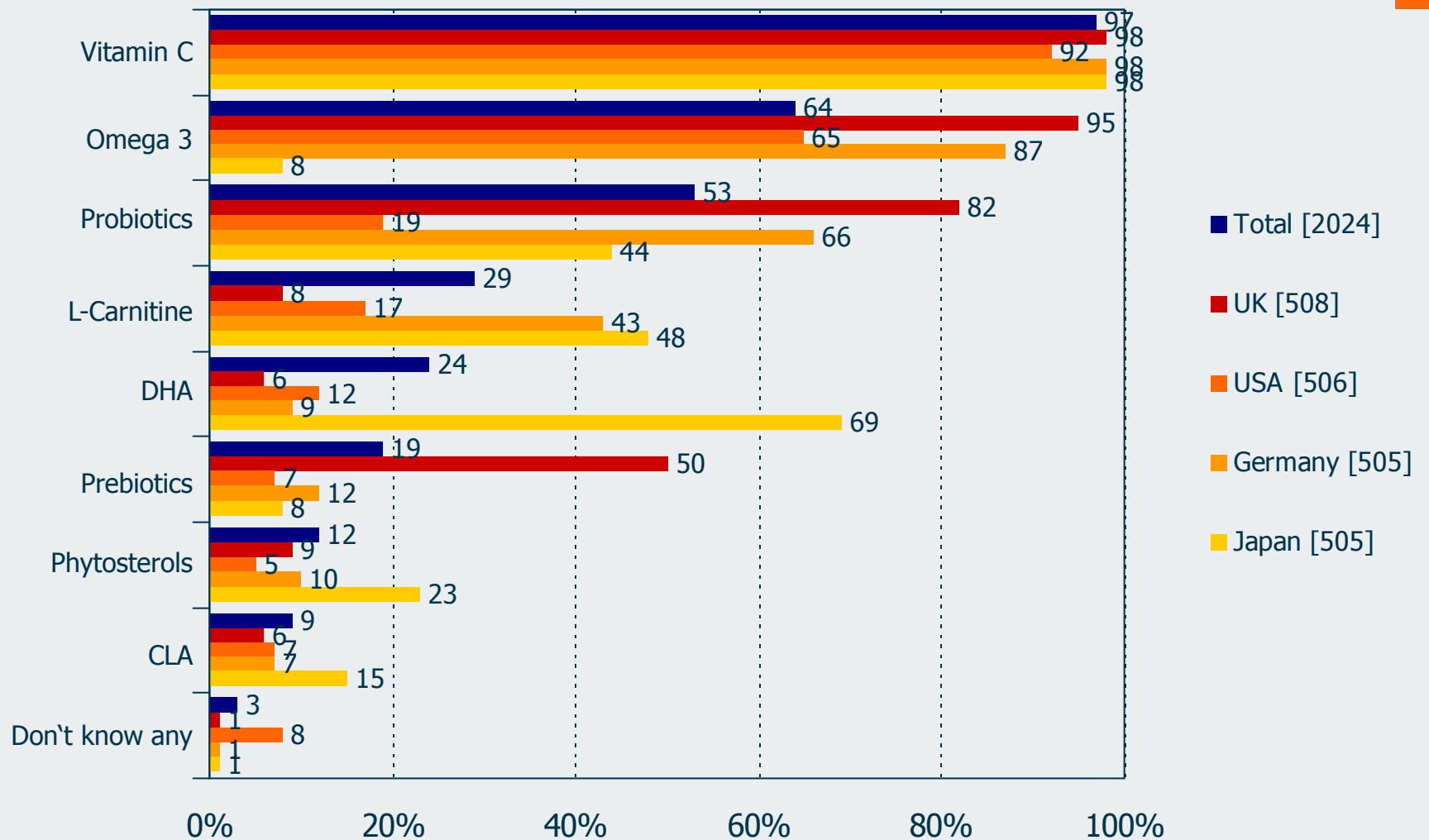
Known products

Question 1: Which of the following products do you know or have you already heard about?

Base: 2024 persons / closed question / results in %

Lonza

3



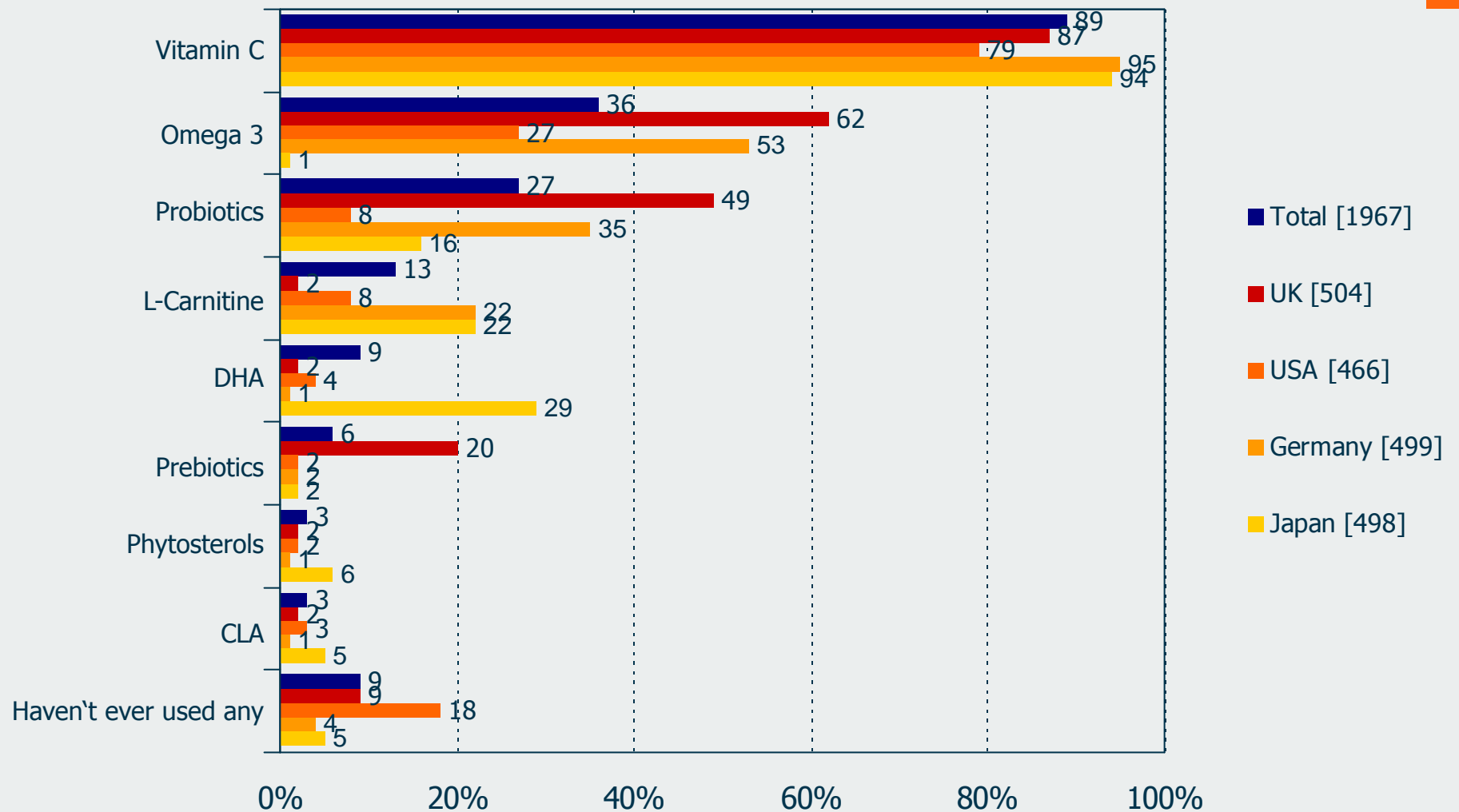
Used products

Question 2: Which of the following products have you ever used?

Base: 1967 persons / closed question / results in %/ filter: Knows one or more products (Q1)

Lonza

4



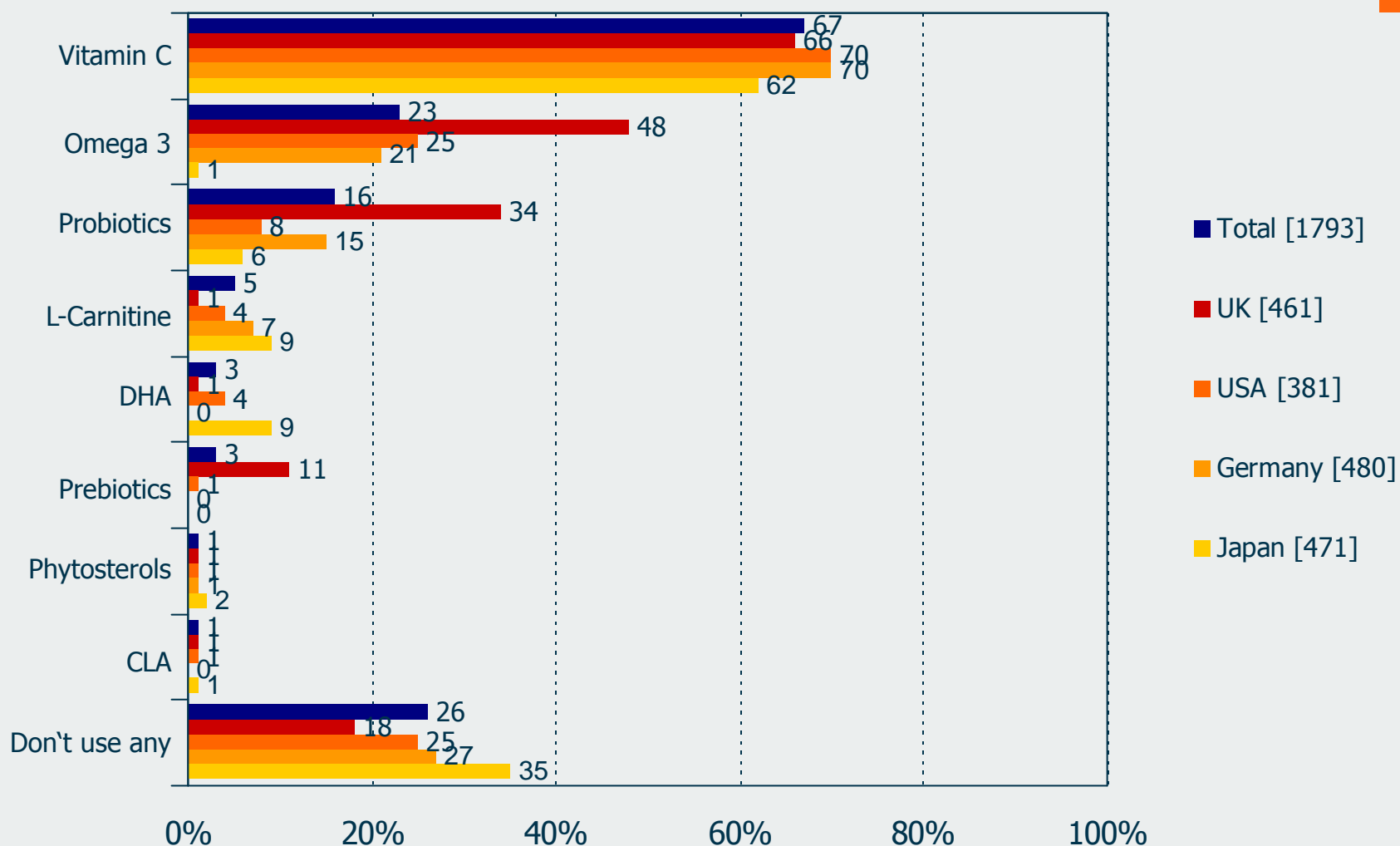
Actually used products

Question 3: Which of the following products do you actually use?

Base: 1793 persons / closed question / results in %/ filter: Have ever used one or more products (Q2)

Lonza

5



Product Stairway

Question 1: Which of the following products do you know or have you already heard about?

Question 2: Which of the following products have you ever used?

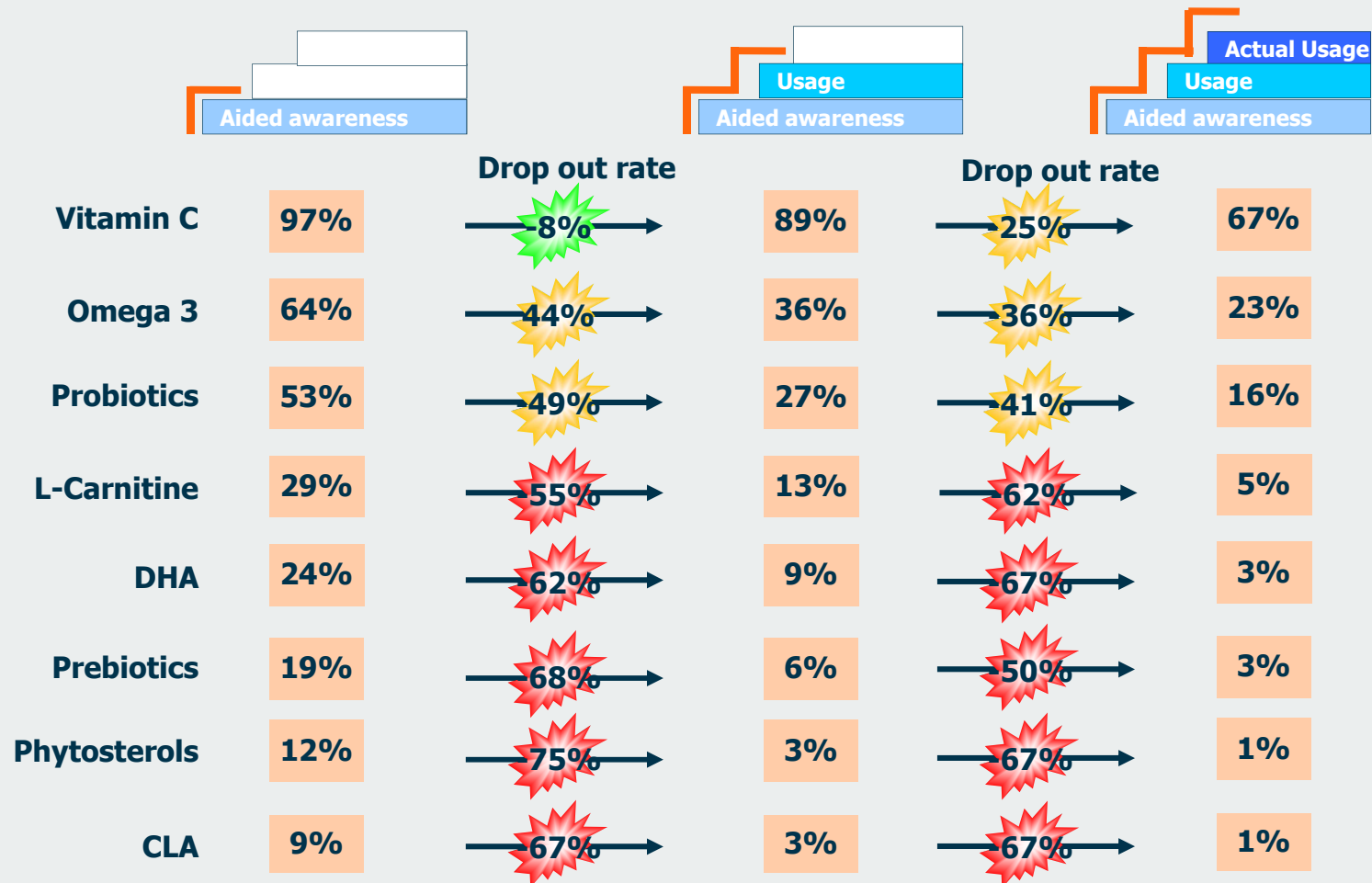
Question 3: Which of the following products do you actually use?

Base: 2024 persons / closed question / results in %/

Filters: Knows one or more products (Q1) respectively have ever used one or more products (Q2)

Lonza

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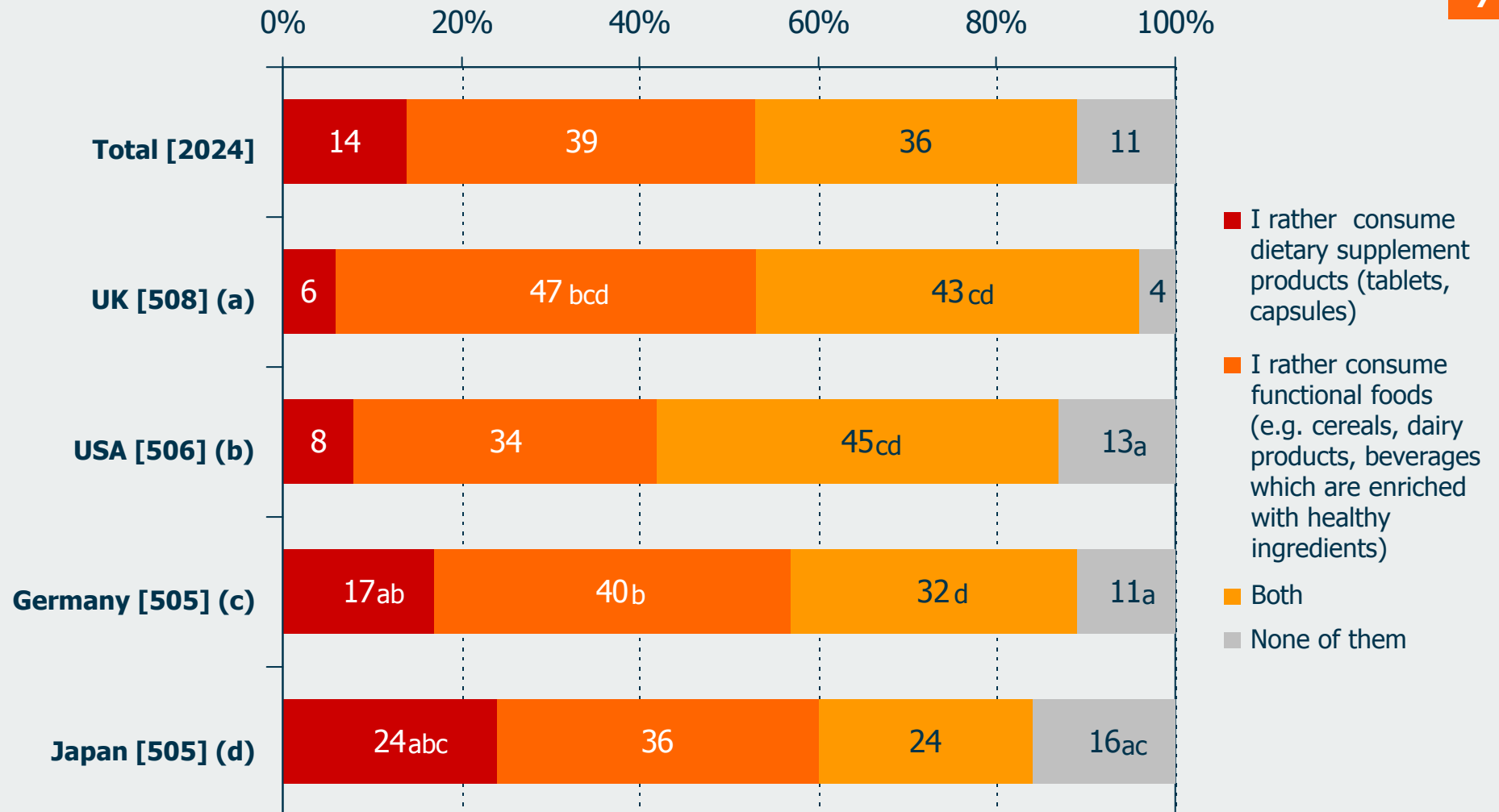


Behavior to stay healthy

Question 4: All those health ingredients can be found both in dietary supplements and in functional food & beverages.
Which of the following statements best describes your behavior to stay healthy?

Lonza

Base: 2024 persons / closed question / results in %



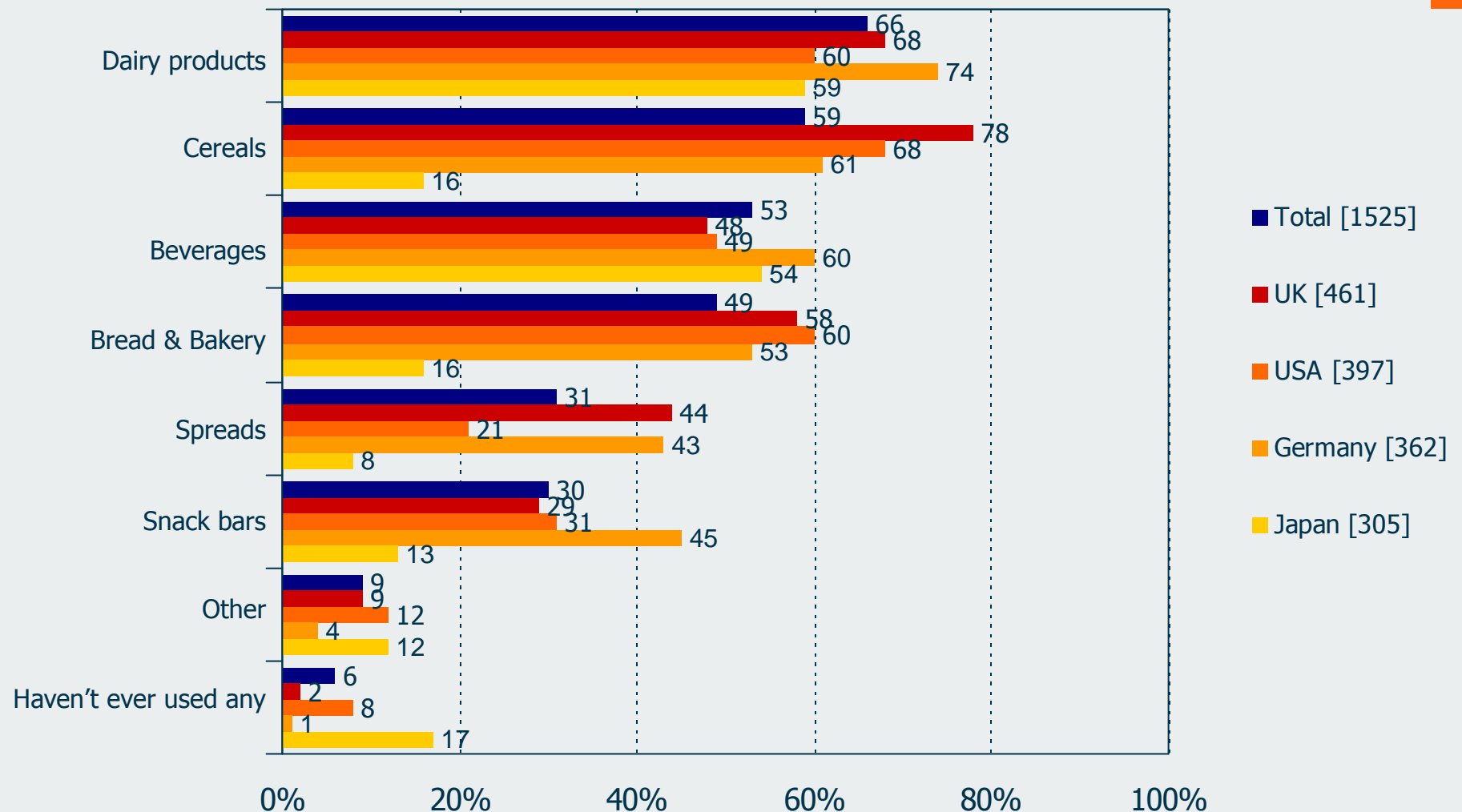
Regularly consumed healthy ingredients

Question 5: What kind of products, enriched with healthy ingredients, do you consume regularly?

Base: 1525 persons / closed question / results in % / filter: rather consume functional foods (Q4)

Lonza

8



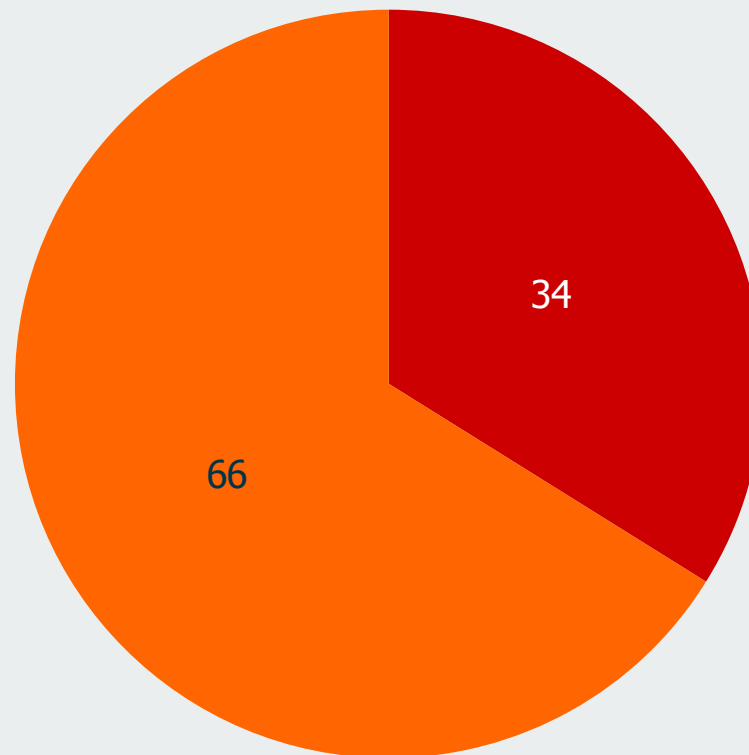
Preferred logo of Carnipure

Question 6c: Which logo is your favourite?

Base: 505 persons / closed question / results in % / filter: Only asked in Japan

Lonza

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■ Old logo
■ New logo

Readability of the Carnipure logo

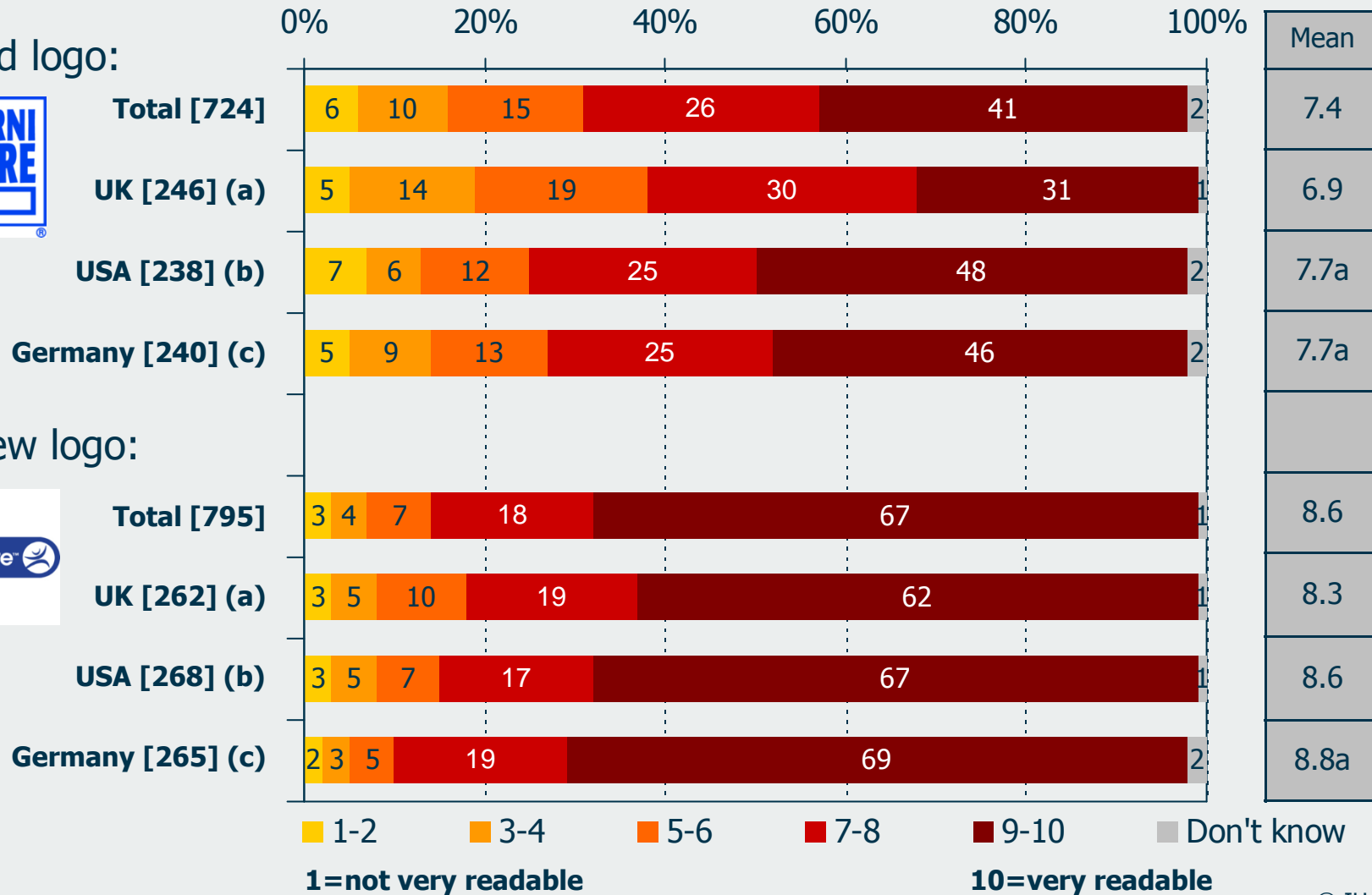
Question 7: How readable was the logo? Please give your answer on a scale from 1 to 10.

Base: [] persons / scaled question / best value 10 / results in %

Filter: Only asked in Germany, USA, UK; in each country split of sample for logo evaluation

Lonza
10

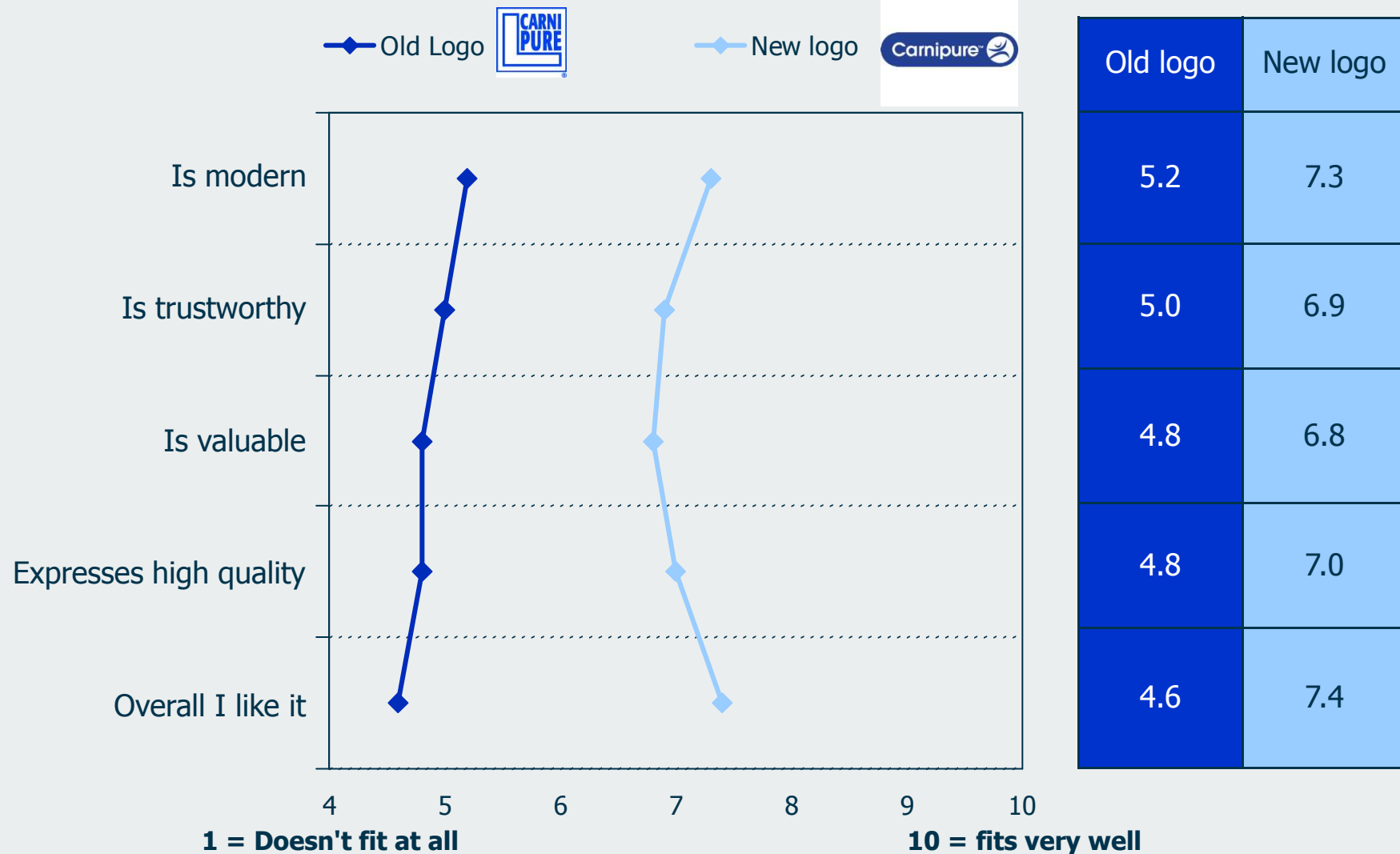
7a Old logo:



Judgement by specific criteria – Old & New logo Carnipure

Question 8: Please judge the 2 logos below by the following specific criteria.

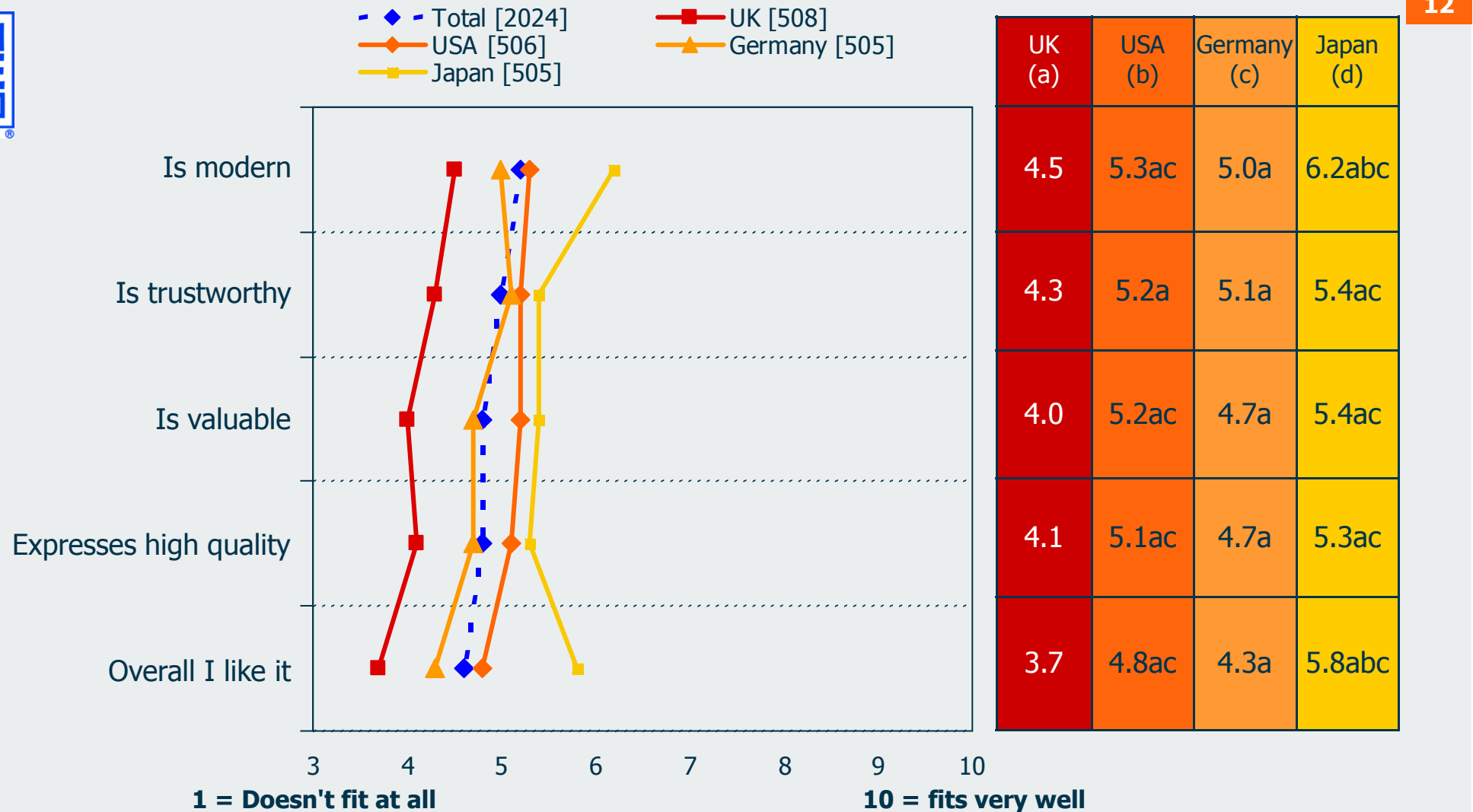
Base: 2024 persons / scaled question / best value 10 / results in mean value

Lonza**11**

Judgement by specific criteria – Old logo Carnipure

Question 8: Please judge the 2 logos below by the following specific criteria.

Base: 2024 persons / scaled question / best value 10 / results in mean value

Lonza


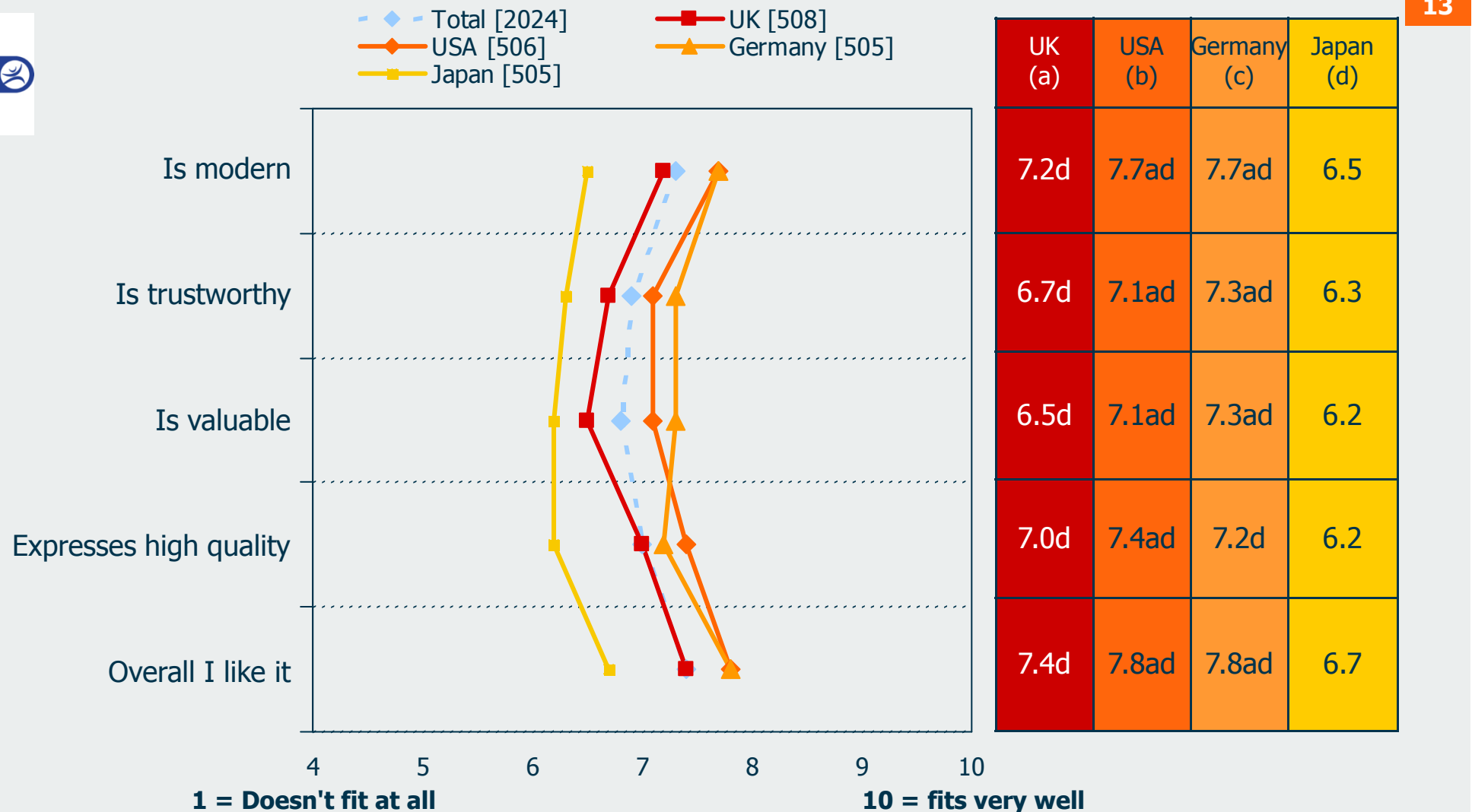
12

Judgement by specific criteria – New logo Carnipure

Question 8: Please judge the 2 logos below by the following specific criteria.

Base: 2024 persons / scaled question / best value 10 / results in mean value

Lonza



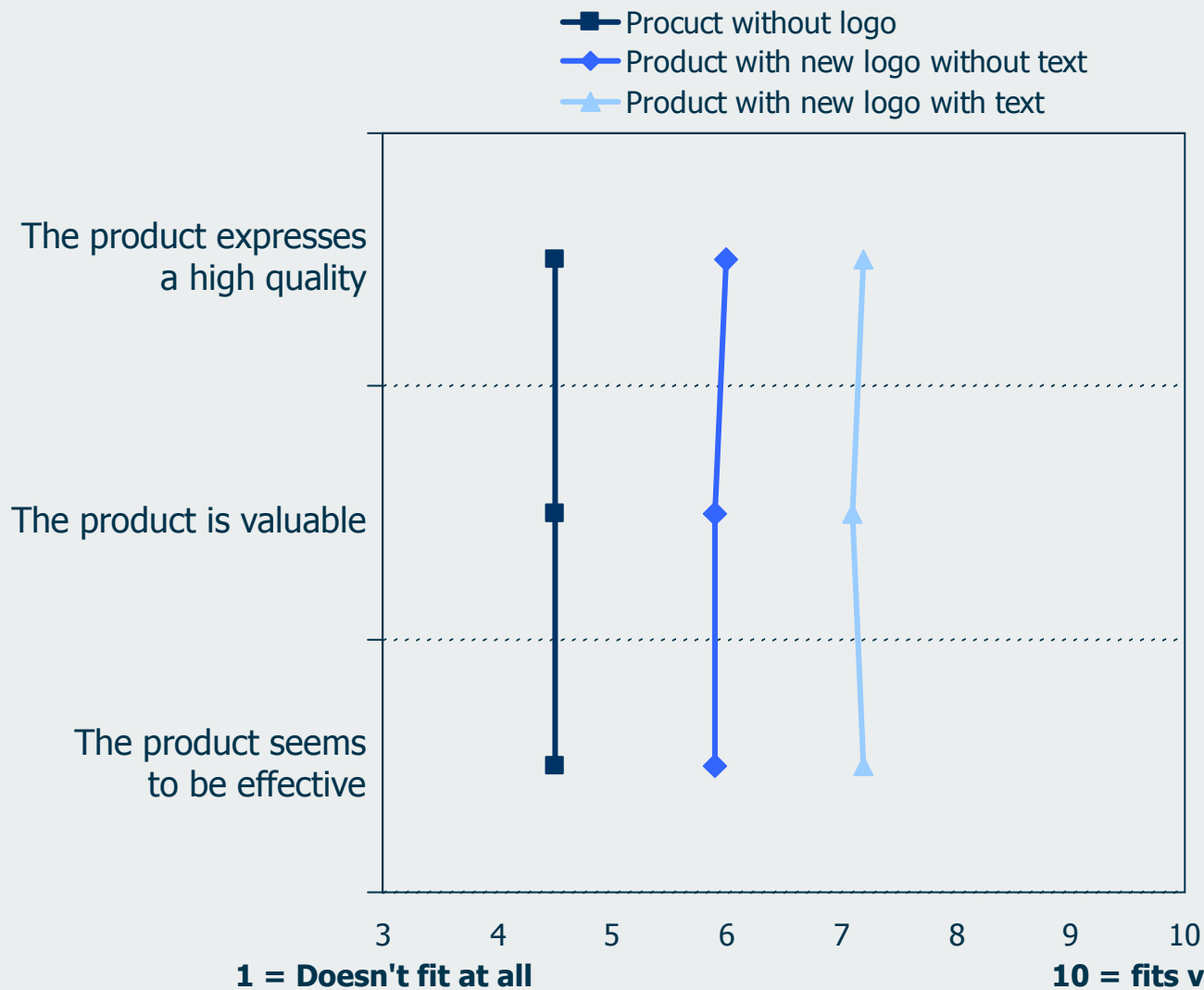
13

Judgement by specific criteria – Product Carnimin+

Question 9: Above you can see the same product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value



4.5	6.0	7.2
4.5	5.9	7.1
4.5	5.9	7.2

14

Judgement by specific criteria – Product Carnimin+ (without logo)

Question 9: Above you can see the same product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

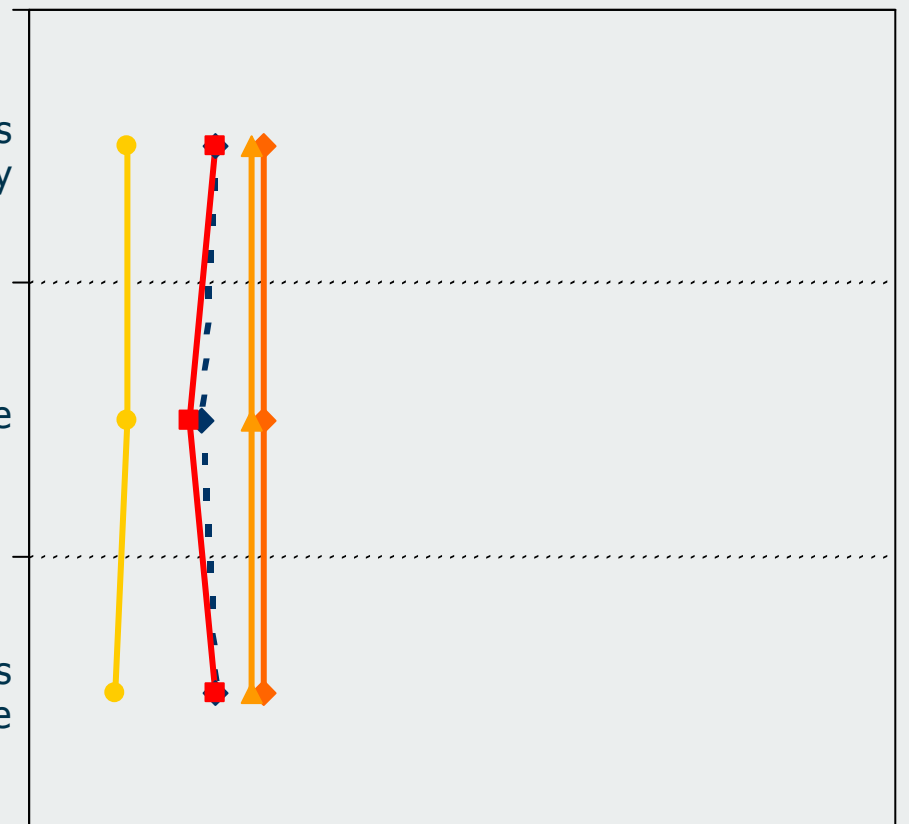


◆ Total [2024]
 ◆ USA [506]
 ● Japan [505]
 ■ UK [508]
 ▲ Germany [505]

The product expresses a high quality

The product is valuable

The product seems to be effective



3 4 5 6 7 8 9 10
1 = Doesn't fit at all

10 = fits very well

UK (a)	USA (b)	Germany (c)	Japan (d)
4.5d	4.9ad	4.8ad	3.8
4.3d	4.9ad	4.8ad	3.8
4.5d	4.9ad	4.8ad	3.7

15

Judgement by specific criteria – Product Carnimin+ (New logo without text)

Question 9: Above you can see the same product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

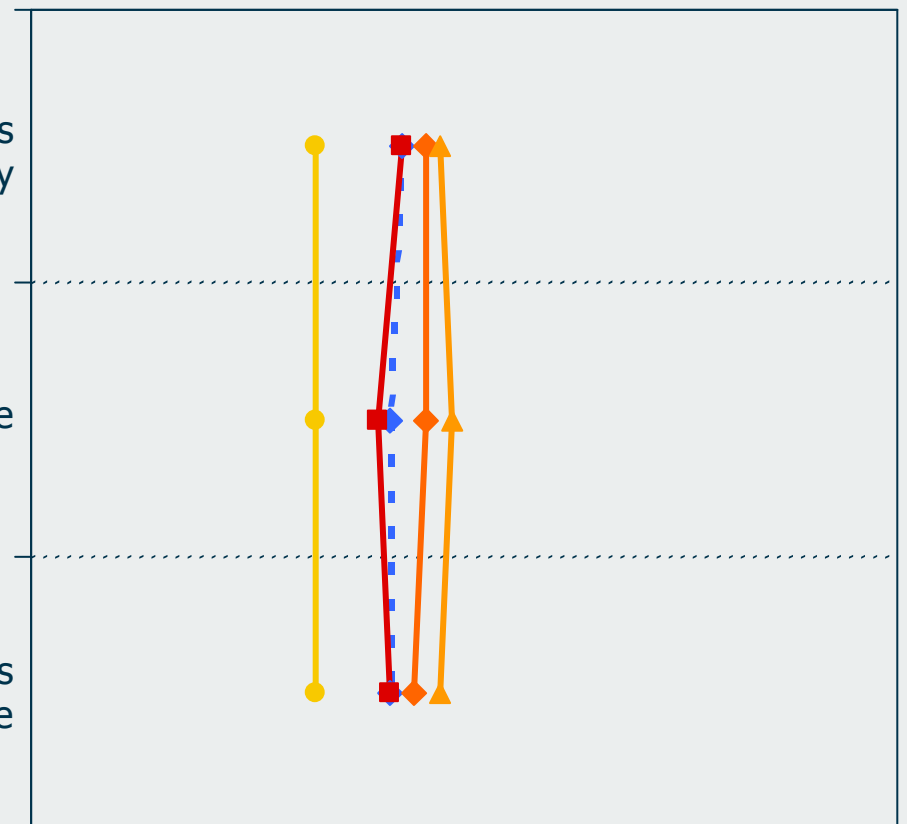


- ◆ - Total [2024]
 - ◆ - USA [506]
 - ● - Japan [505]
 - ■ - UK [508]
 - ▲ - Germany [505]

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3 4 5 6 7 8 9 10
1 = Doesn't fit at all

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16

Judgement by specific criteria – Product Carnimin+ (New logo with text)

Question 9: Above you can see the same product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value



◆ Total [2024]
 ◆ USA [506]
 ● Japan [505]
 ■ UK [508]
 ▲ Germany [505]

The product expresses a high quality

The product is valuable

The product seems to be effective

3 4 5 6 7 8 9 10
1 = Doesn't fit at all

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UK (a)	USA (b)	Germany (c)	Japan (d)
7.1d	7.3d	7.6abd	6.8
6.8	7.2ad	7.5abd	6.8
7.0	7.2	7.6abd	7.0

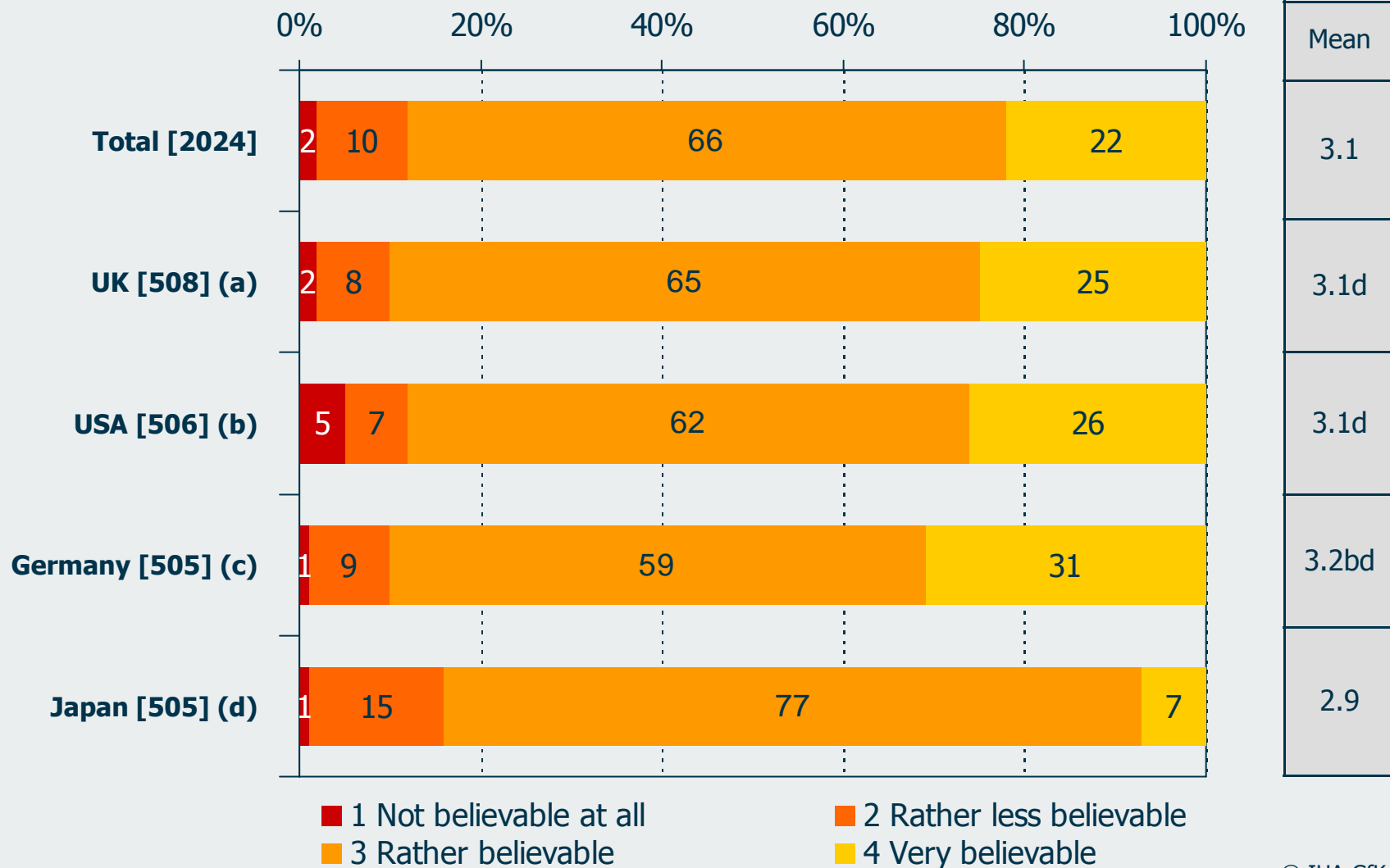
17

Believability of purest L-Carnitine-Product Carnimin+ (New logo with text)

Question 10: In your opinion, how believable is the information that the product contains the purest L-Carnitine?

Lonza

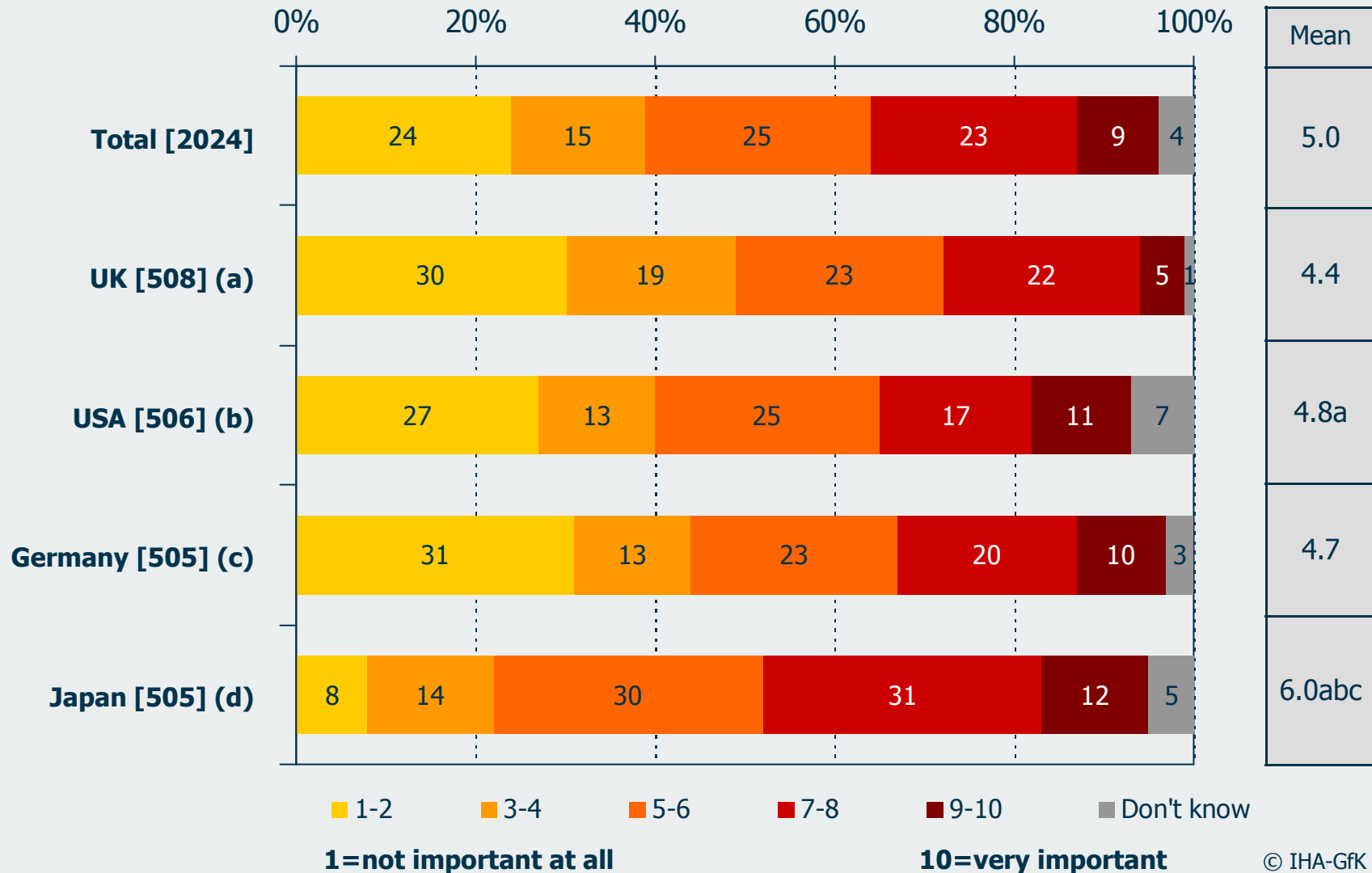
Base: 2024 persons / scaled question / best value 4 / results in %

**18**

Importance of Swiss quality product – Product Carnimin+ (New logo with text)

Question 11: How important is it to you, that Carnipure is a Swiss quality product?

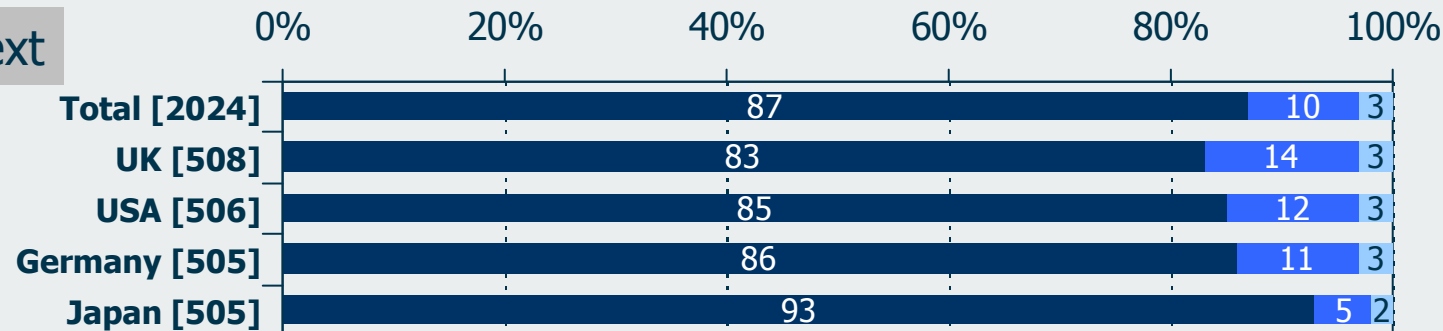
Base: 2024 persons / scaled question / best value 10 / results in %

Lonza**19**

Rating of product Carnimin+

Question 12: Which of the 3 products would be your first, second and third choice? Please rate the products.

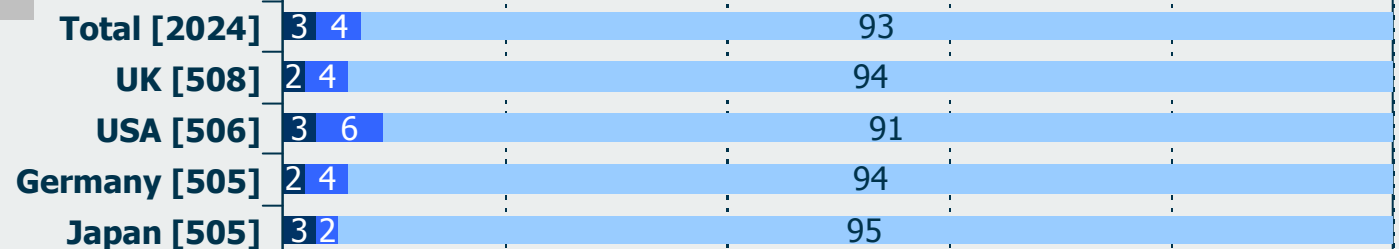
Base: 2024 persons / closed question / results in %

Lonza
20
With text

Mean

1.16
1.20
1.18
1.17
1.09

No text

1.93
1.88
1.94
1.92
1.98

No logo

2.91
2.92
2.88
2.91
2.93


■ First choice

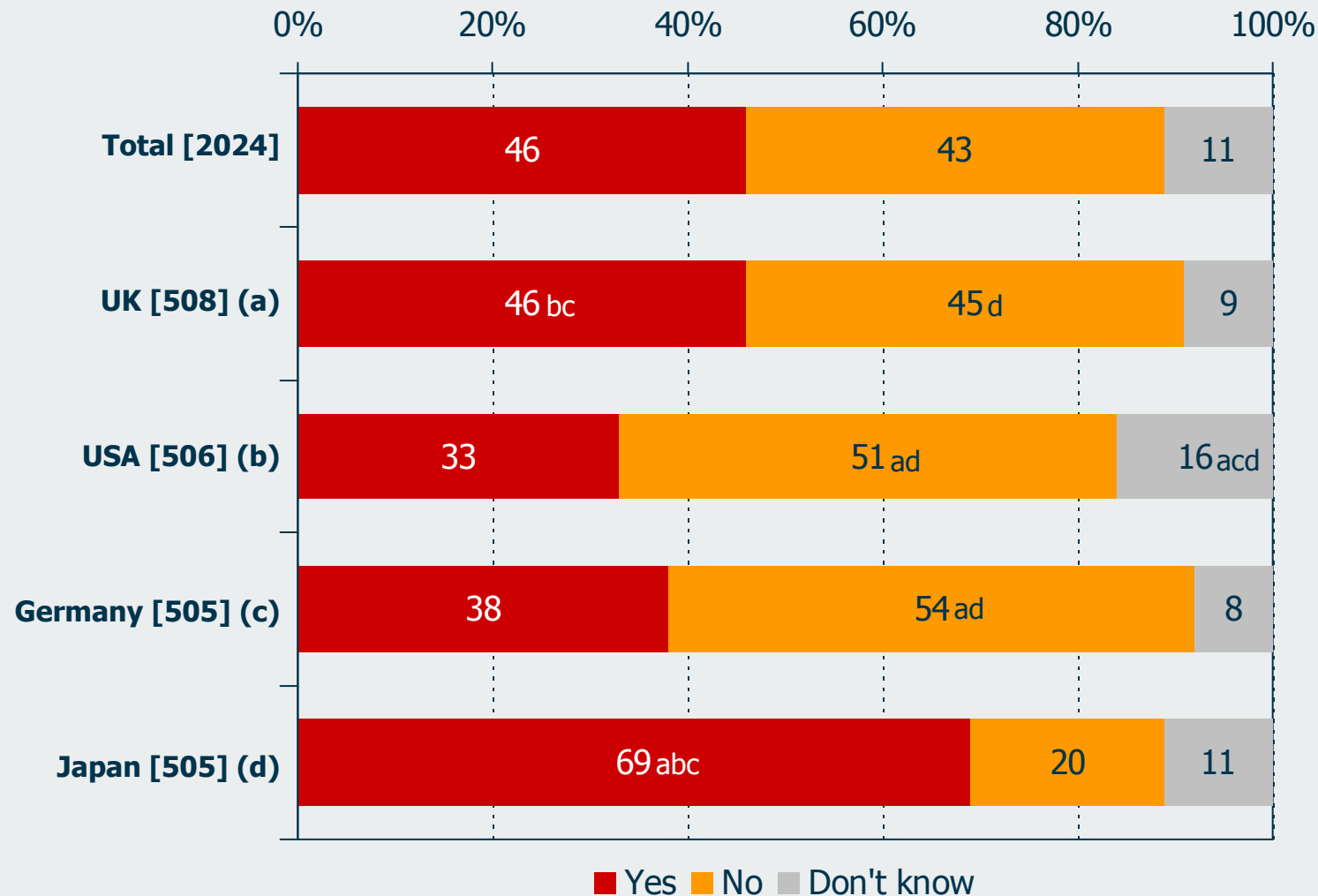
■ Second choice

■ Third choice

Higher value with logo

Question 13a: Do you think that the same product with this logo [new logo without text] has a higher value than the product without the logo?

Base: 2024 persons / closed question / results in %

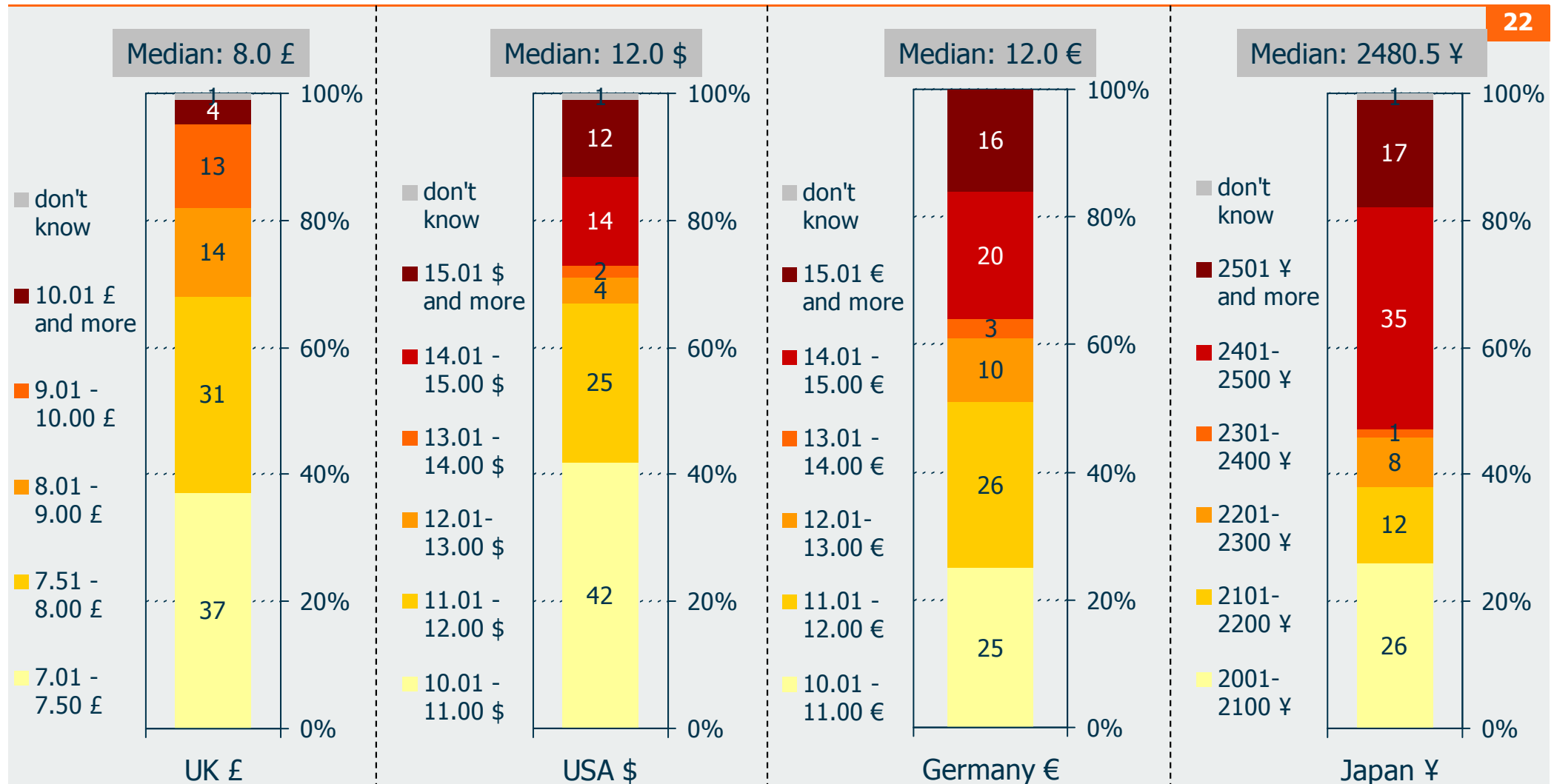
Lonza**21**

Adequate price – Product Carnimin+ (New logo without text)

Question 13b: What would be an adequate price for this product? Please indicate your estimation in BP/USD/Euro/JPY.

Base: 2024 persons / closed question / results in %

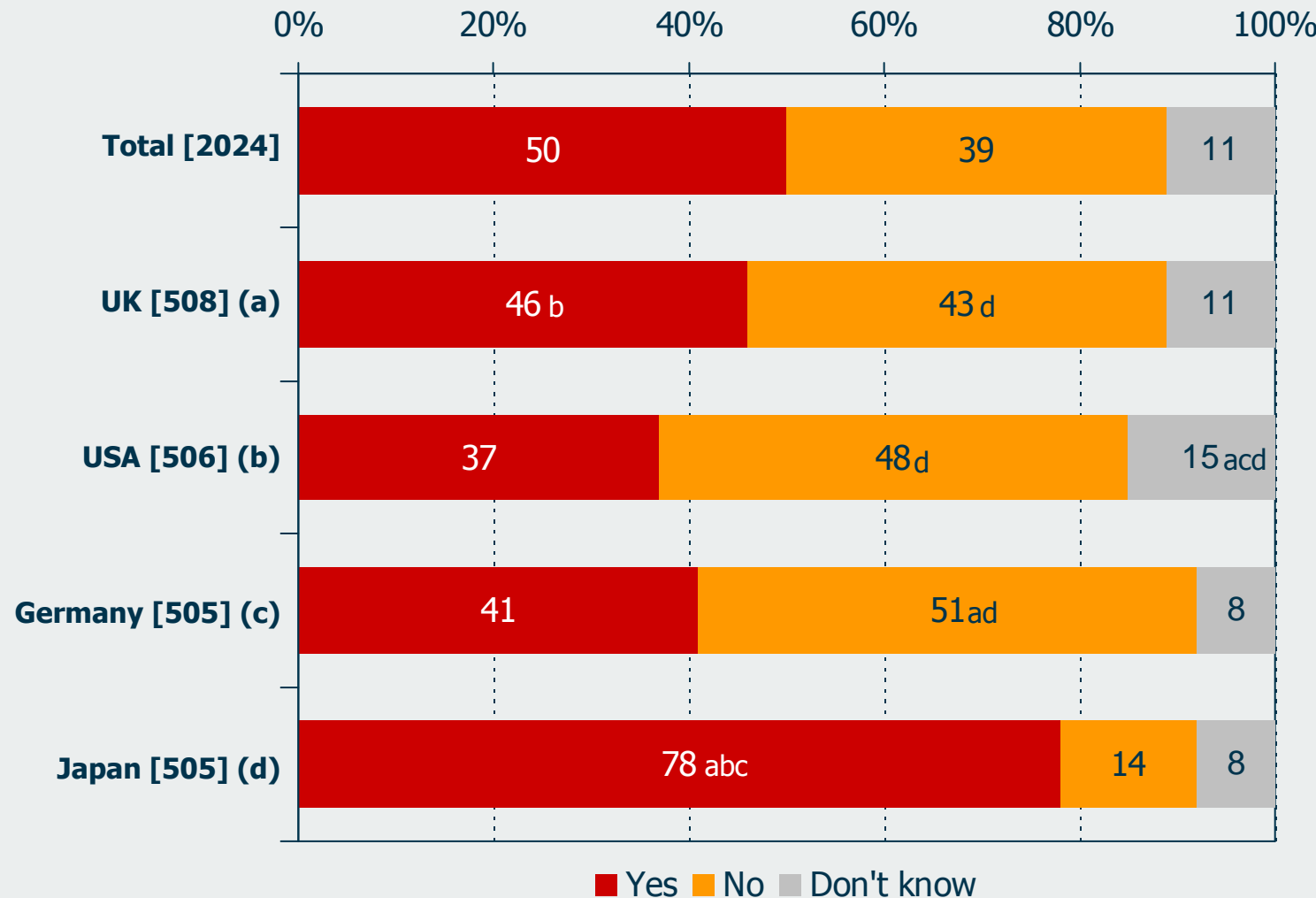
Filter: Have mentioned product with logo has a higher value (Q13a)

Lonza


Higher value with logo and text

Question 13c: Do you think that the same product with this logo [new logo with text] has a higher value than the product without the logo?

Base: 2024 persons / closed question / results in %

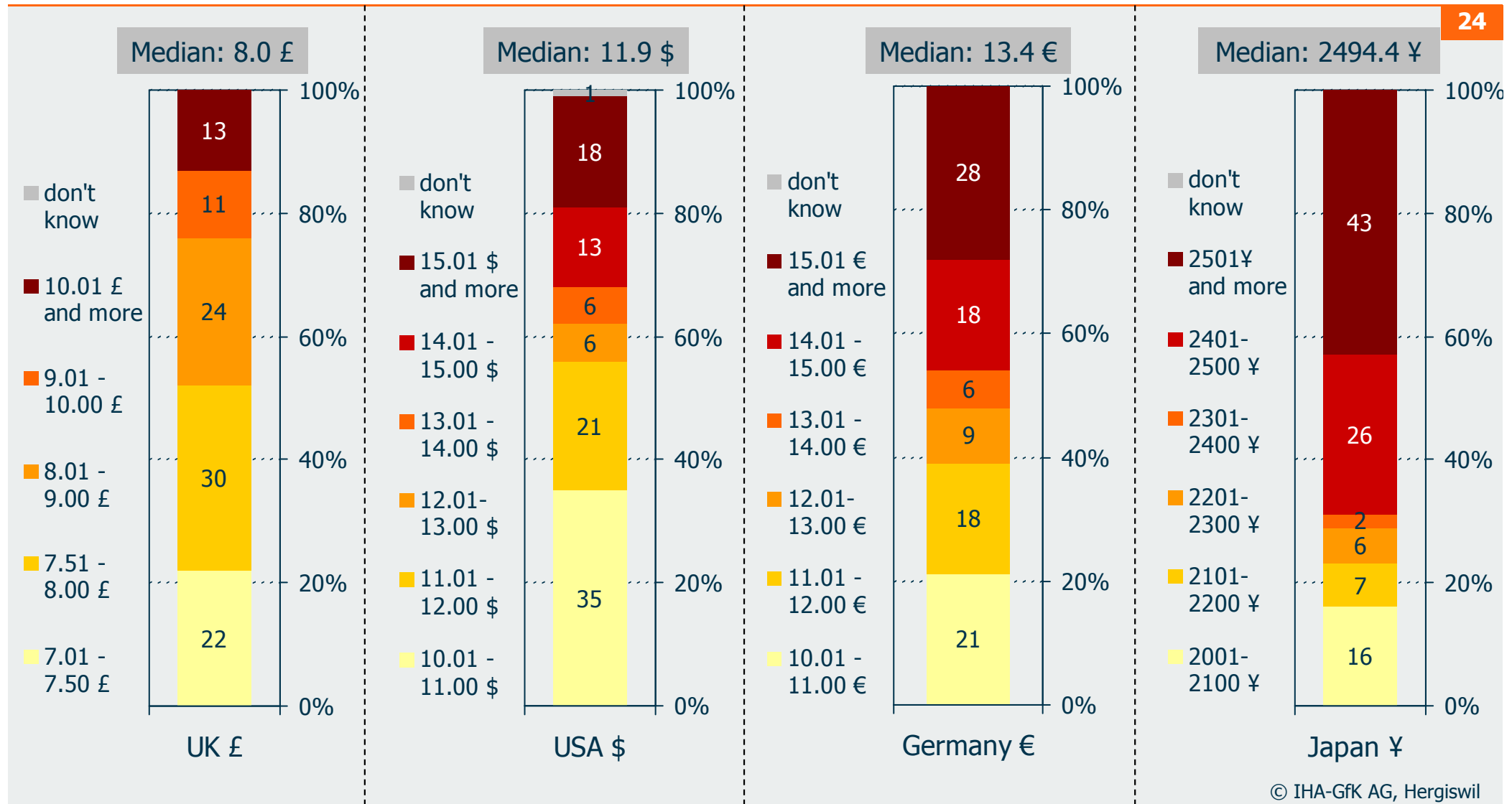
Lonza**23**

Adequate price – Product Carnimin+ (New logo with text)

Question 13d: What would be an adequate price for this product? Please indicate your estimation in BP/USD/Euro/JPY.

Base: 2024 persons / closed question / results in %

Filter: Have mentioned product with logo has a higher value (Q13c)

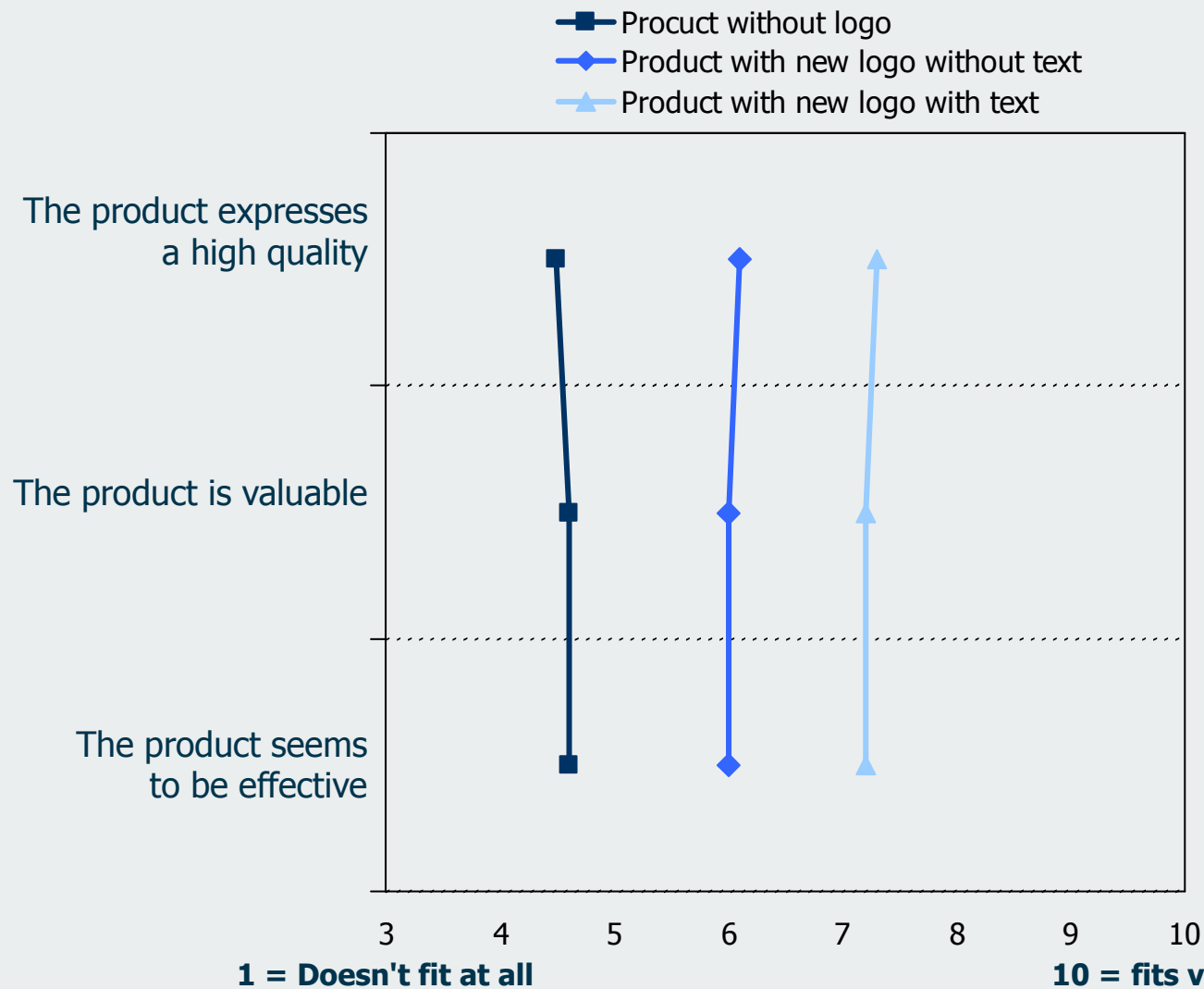
Lonza


Judgement by specific criteria – Product Dienamin+

Question 14: Above you can see the same DHActive-product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value



4.5	6.1	7.3
4.6	6.0	7.2
4.6	6.0	7.2

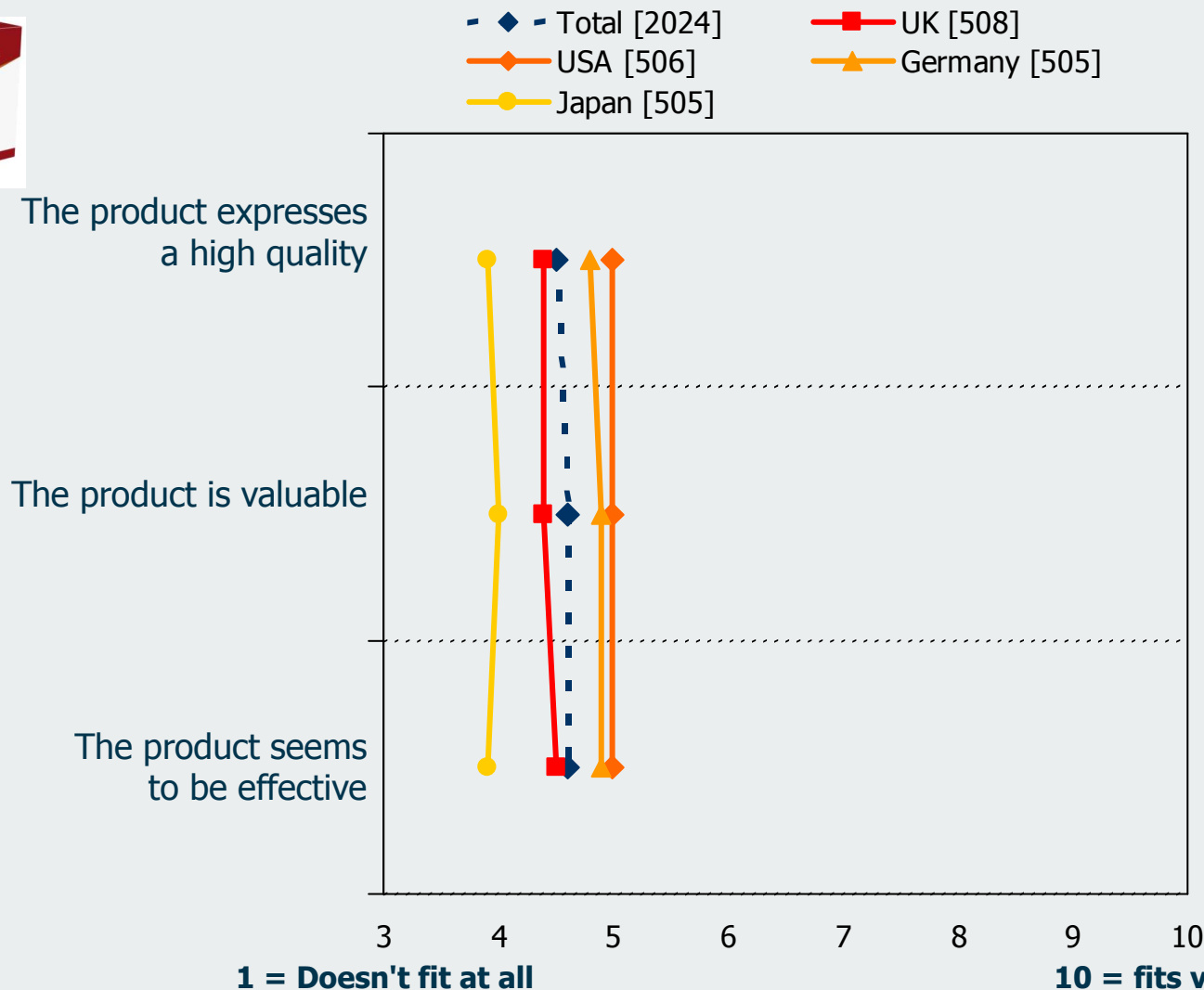
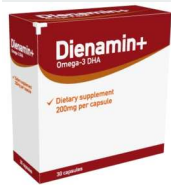
25

Judgement by specific criteria – Product Dienamin+ (without logo)

Question 14: Above you can see the same DHActive-product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value



26

Judgement by specific criteria – Product Dienamin+ (New logo without text)

Question 14: Above you can see the same DHActive-product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

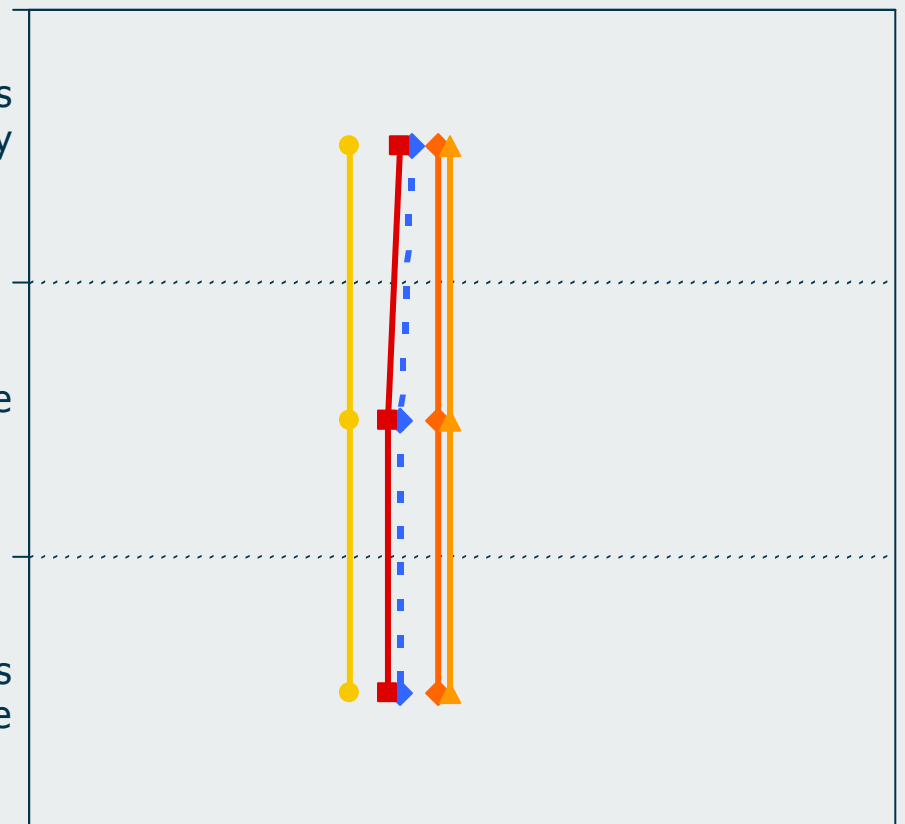


- ◆ - Total [2024]
 - ◆ - USA [506]
 - ● - Japan [505]
 - ■ - UK [508]
 - ▲ - Germany [505]

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1 = Doesn't fit at all

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UK (a)	USA (b)	Germany (c)	Japan (d)
6.0d	6.3ad	6.4ad	5.6
5.9d	6.3ad	6.4ad	5.6
5.9d	6.3ad	6.4ad	5.6

27

Judgement by specific criteria – Product Dienamin+ (New logo with text)

Question 14: Above you can see the same DHActive-product 3 times, respectively with different logos. Please judge the product by the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

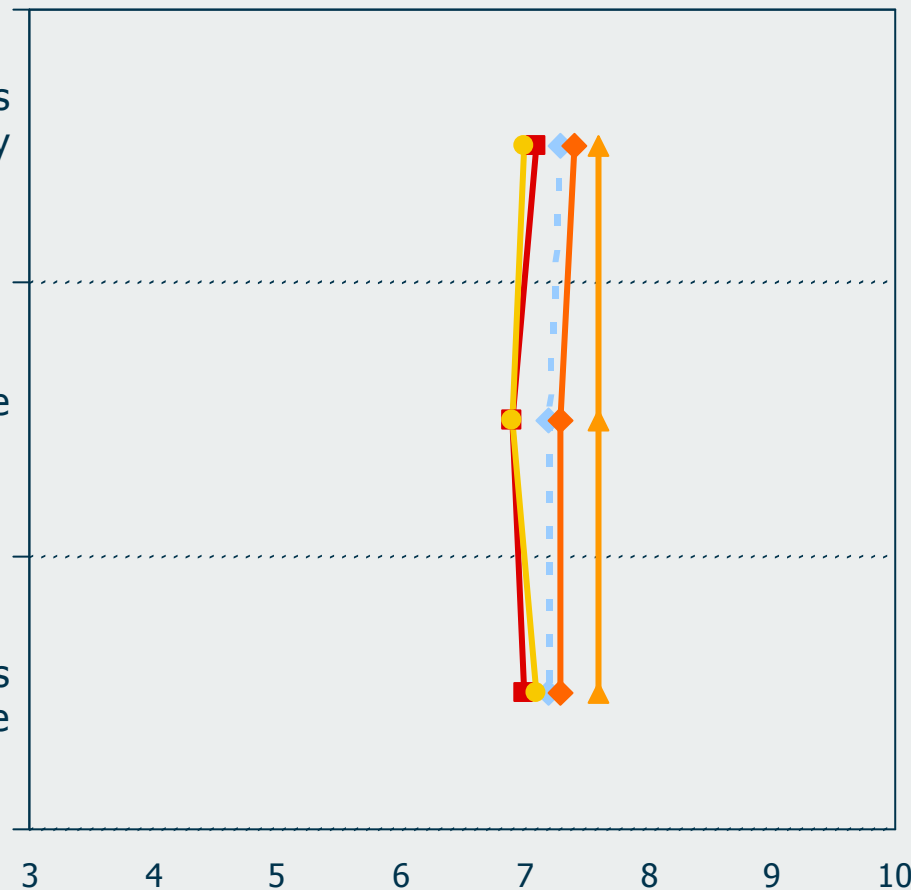


The product expresses
a high quality

The product is valuable

The product seems
to be effective

◆ Total [2024]
 ◆ USA [506]
 ● Japan [505]
 ■ UK [508]
 ▲ Germany [505]



1 = Doesn't fit at all

10 = fits very well

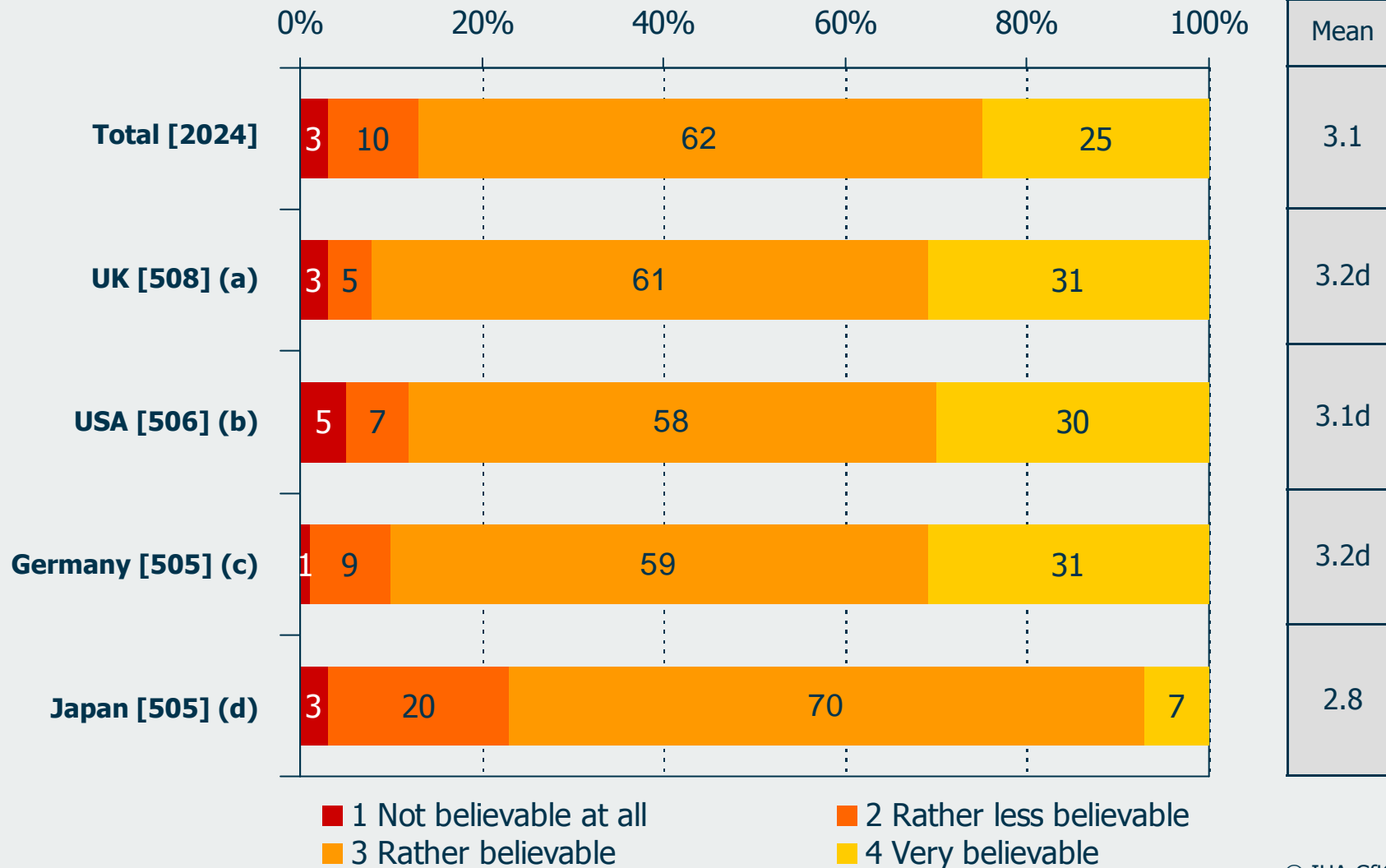
28

Believability of pure vegetarian source – Product Dienamin+ (New logo with text)

Question 15: In your opinion, how believable is the information that DHActive is from a pure vegetarian source?

Lonza

Base: 2024 persons / scaled question / best value 4 / results in %



29

Importance of characteristics – Product Dienamin+ (New logo with text)

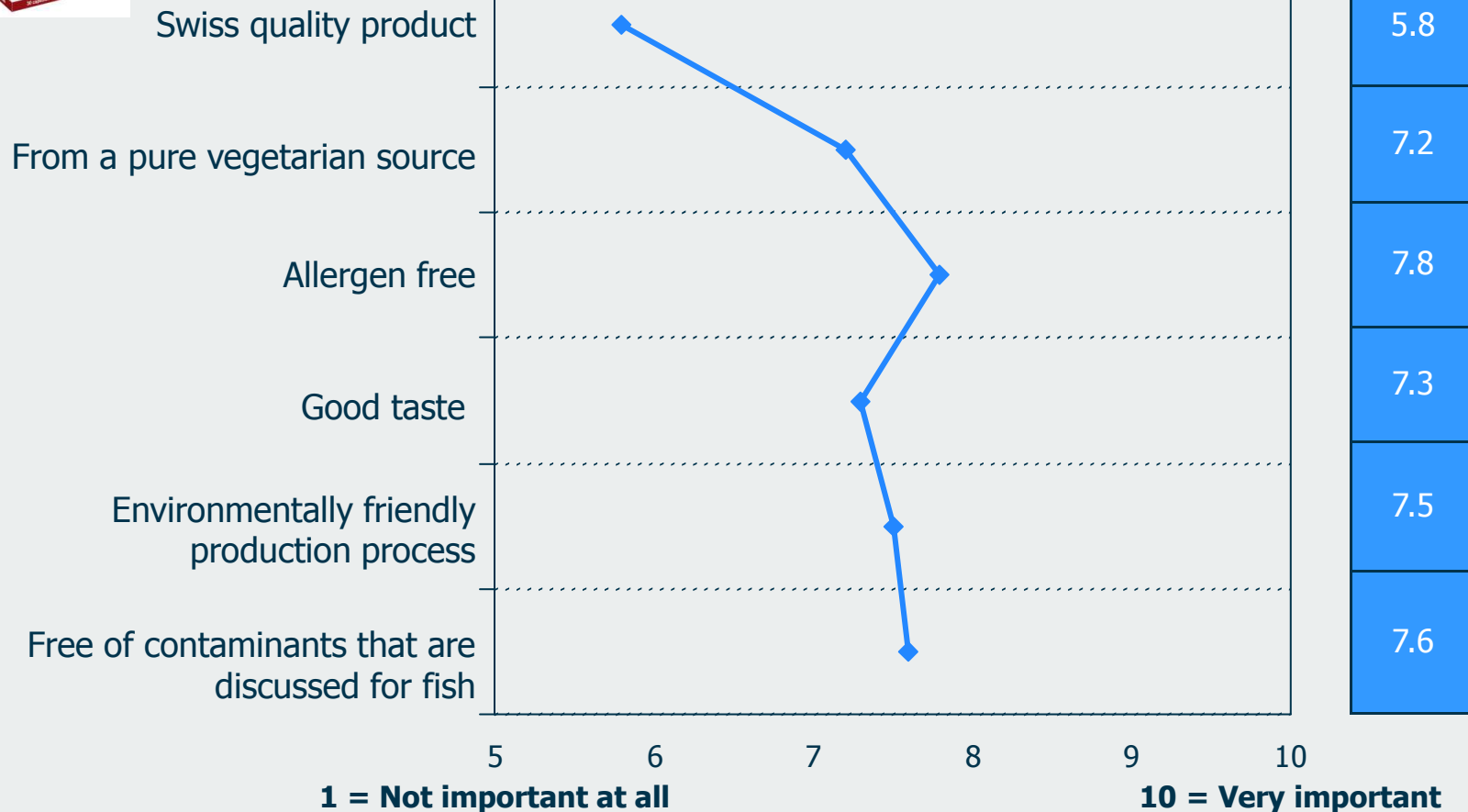
Question 16: How important would you rate the following characteristics of DHActive. Please judge the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

**30**

◆ Total

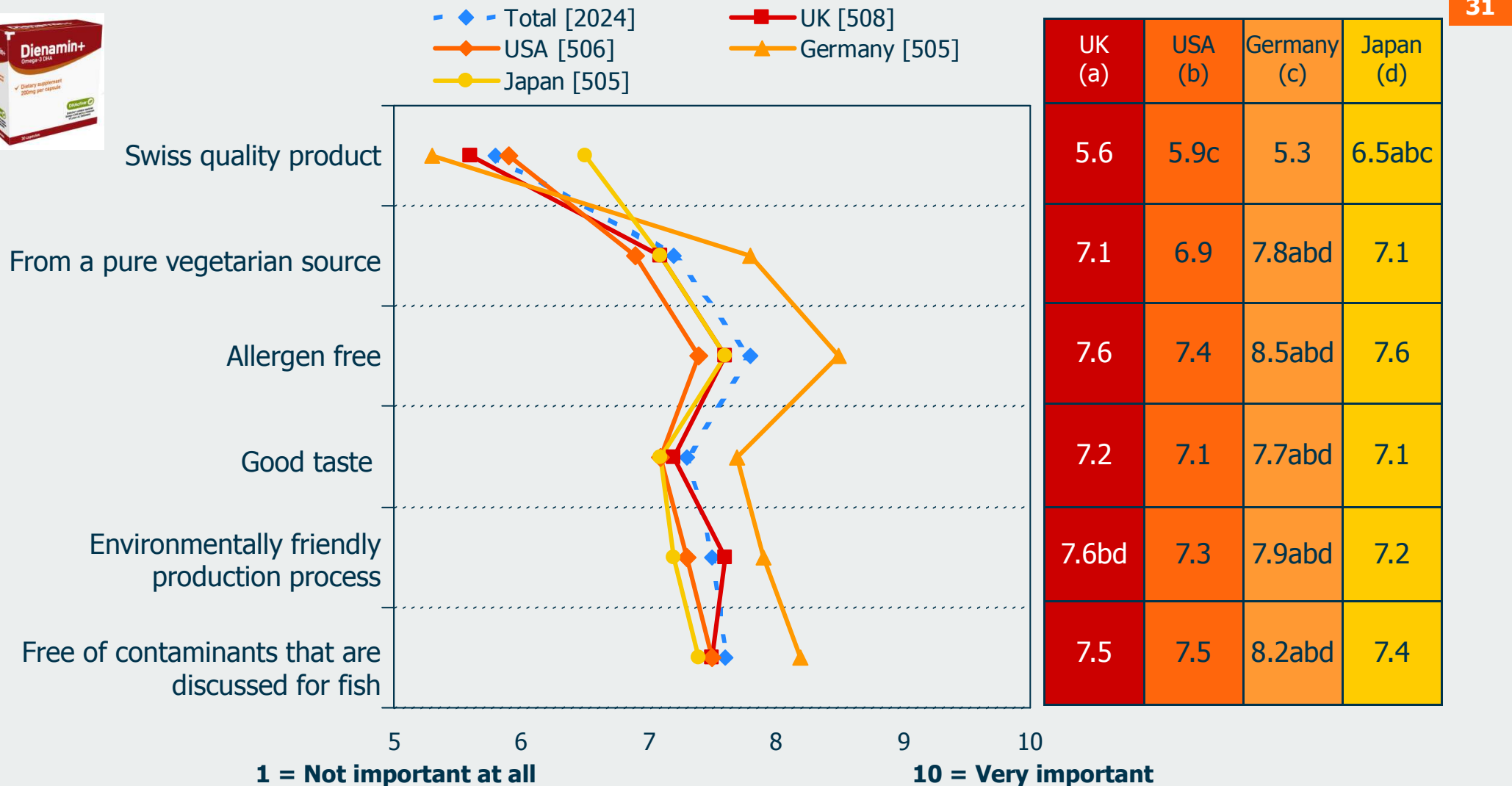


Importance of characteristics – Product Dienamin+ (New logo with text)

Question 16: How important would you rate the following characteristics of DHActive. Please judge the following criteria on a scale from 1 to 10.

Lonza

Base: 2024 persons / scaled question / best value 10 / results in mean value

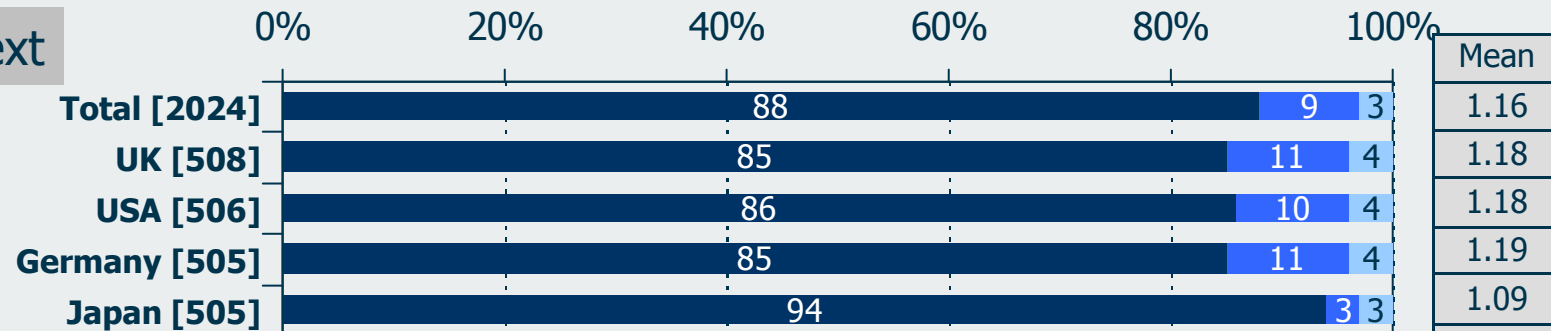
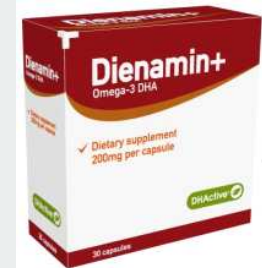
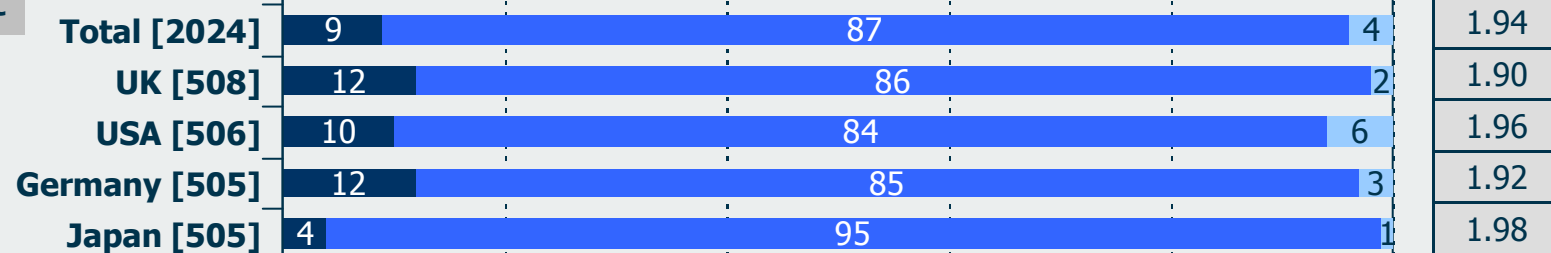
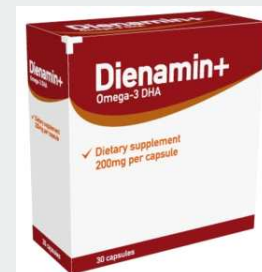
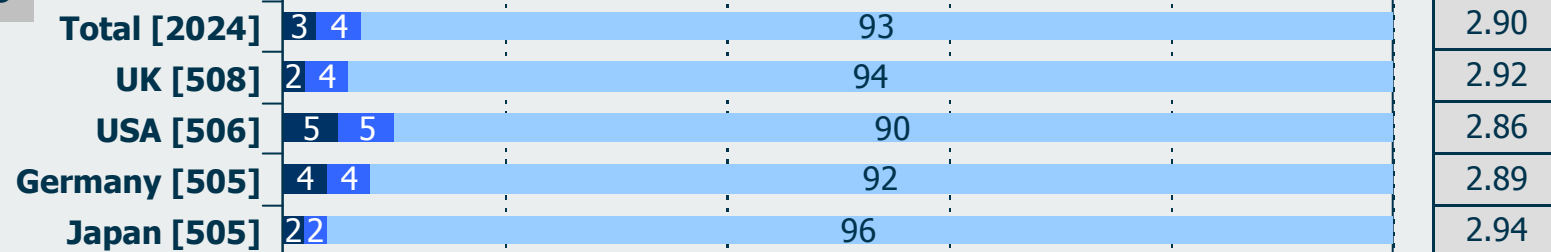


31

Rating of Product Dienamin+

Question 17: Which of the 3 products would be your first, second and third choice? Please rate the products.

Base: 2024 persons / closed question / results in %

Lonza
32
With text

No text

No logo


■ First choice

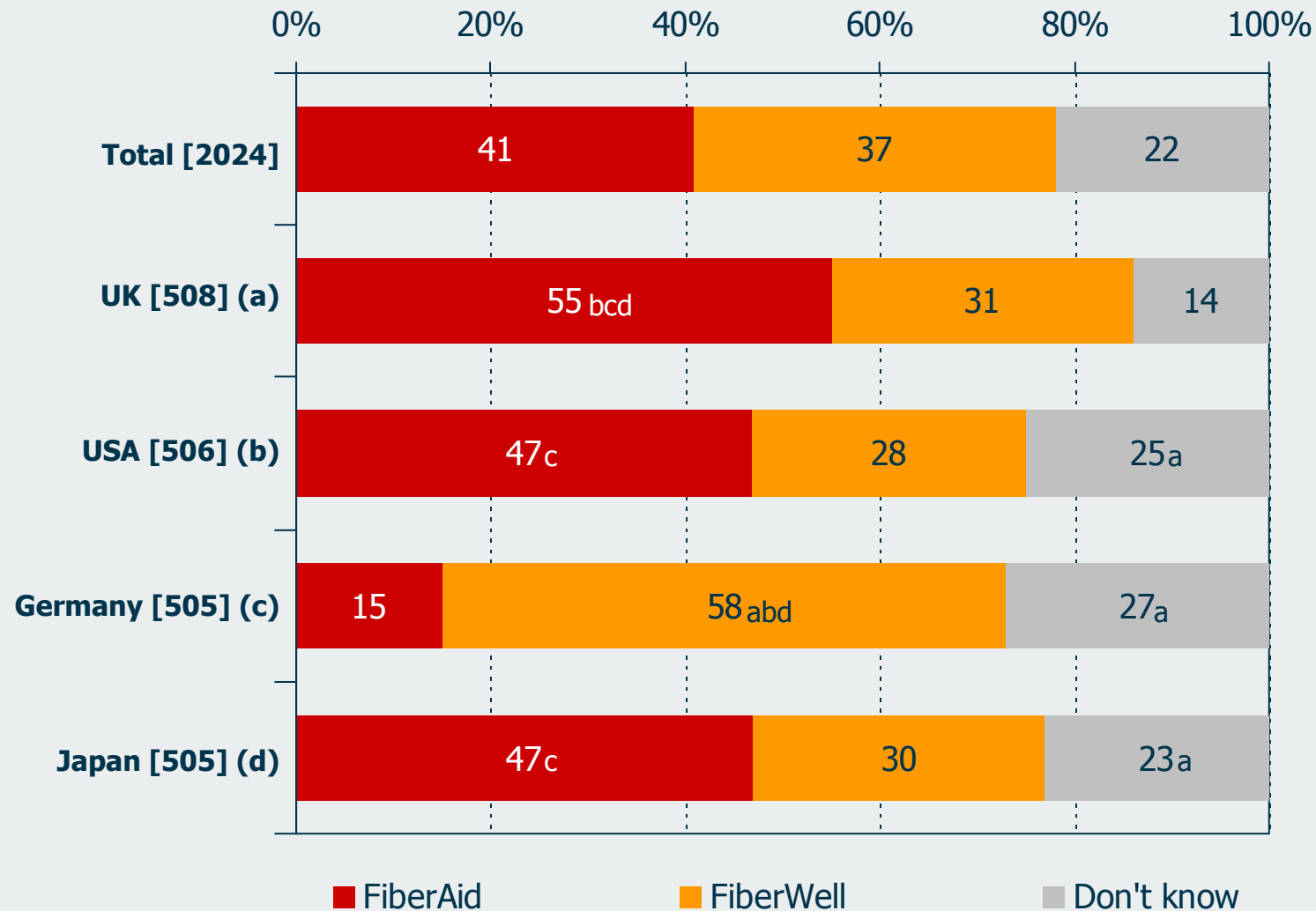
■ Second choice

■ Third choice

FiberAid vs. FiberWell

Question 18: Which name would you prefer for this described health ingredient?

Base: 2024 persons / closed question / results in %

Lonza**33**

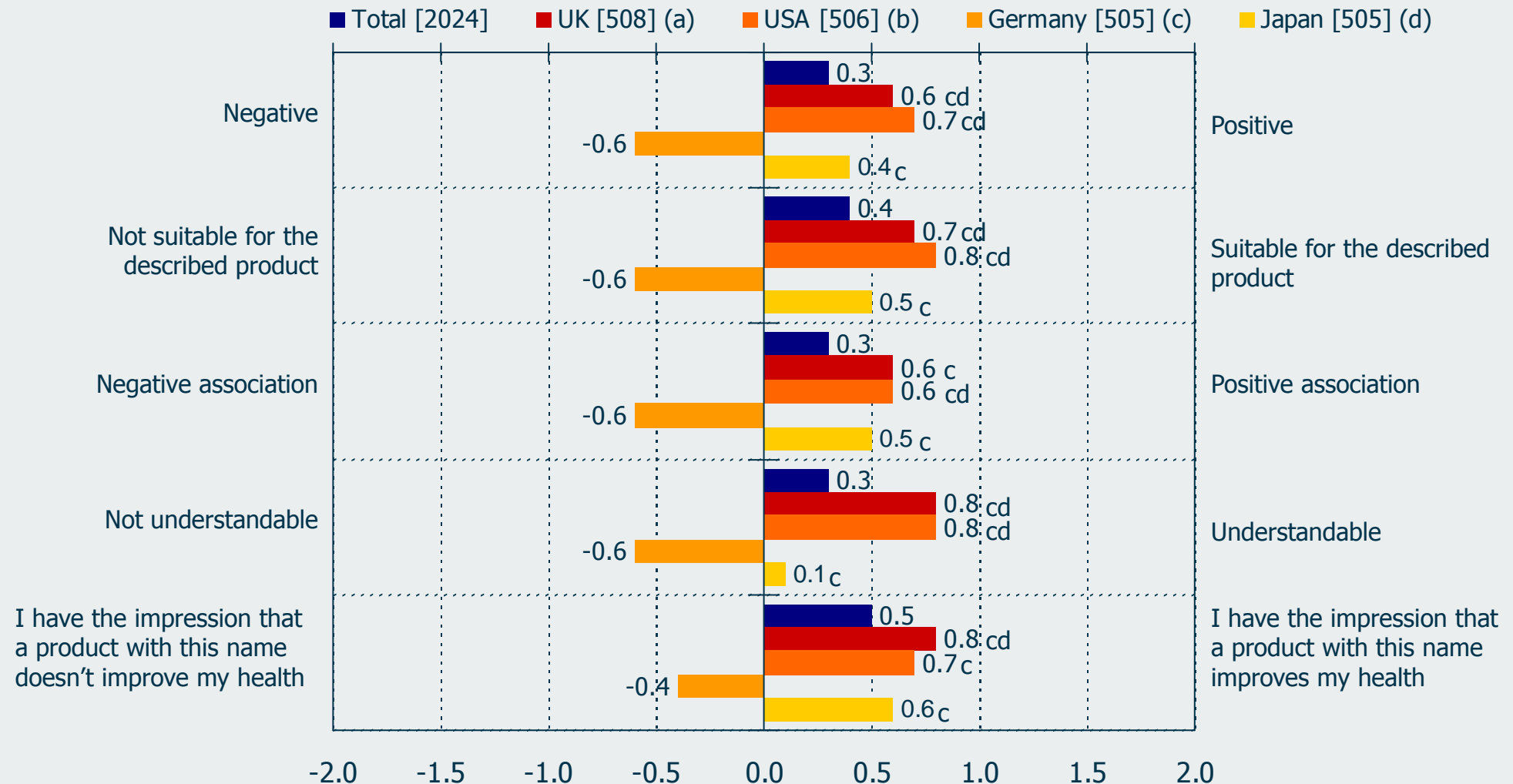
FiberAid vs. FiberWell – feelings/thoughts about FiberAid

Question 19: How would you describe your feelings/thoughts about the name FiberAid?

Lonza

Base: 2024 persons / closed question / results in mean value

34



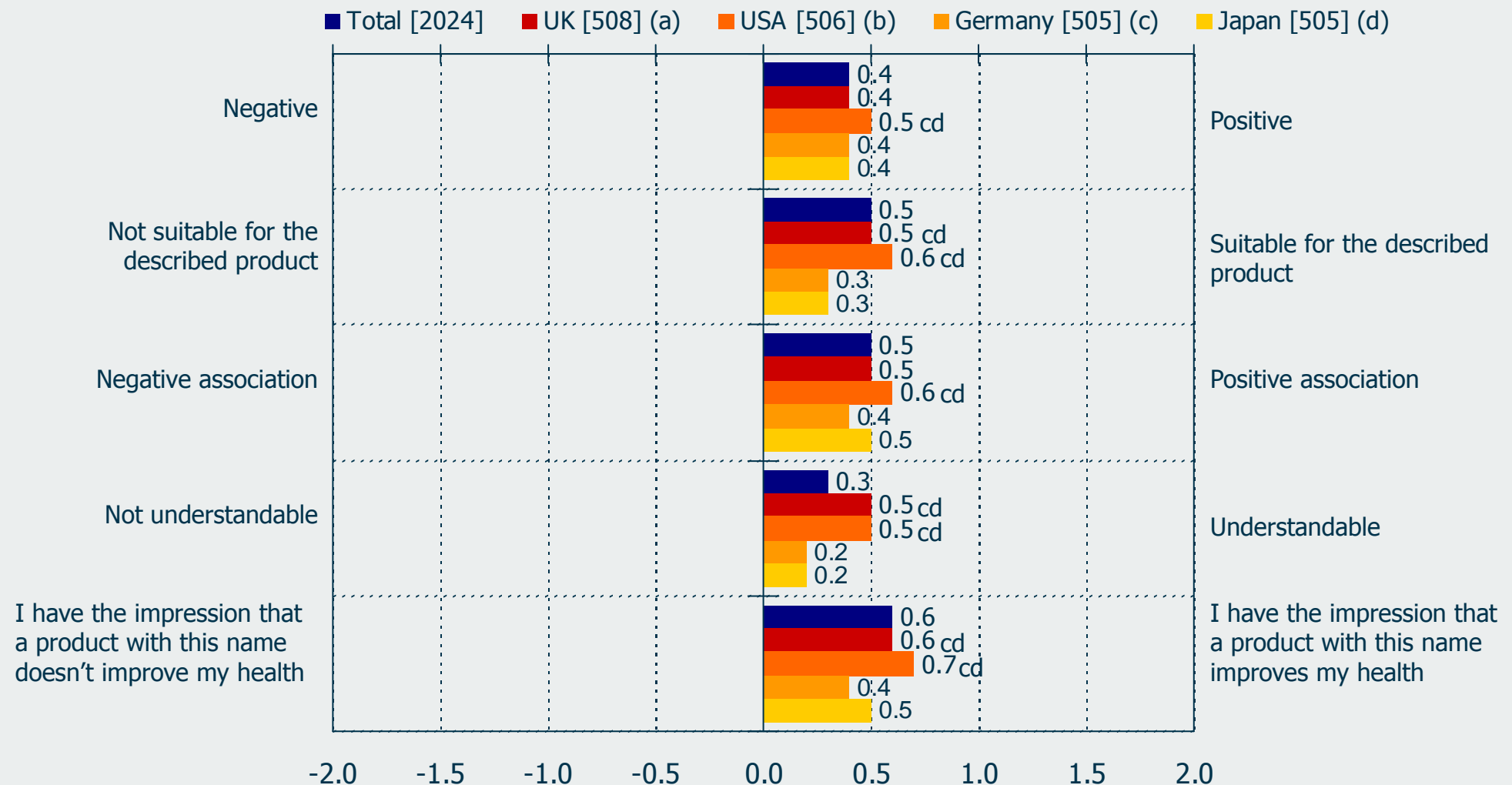
FiberAid vs. FiberWell – feelings/thoughts about FiberWell

Question 20: How would you describe your feelings/thoughts about the name FiberWell?

Lonza

Base: 2024 persons / closed question / results in mean value

35





GfK. Growth from Knowledge