

## Bite-sized testing to find the say-do gap



### MINI-TEST 1

#### We all toast our Pop-Tarts, right?

68% of people<sup>1</sup> say they warm up their Pop-Tarts. We wanted to test whether people really do put them in the toaster, or if they're more often eaten as a quick snack straight from the wrapper.

#### The tasty truth

When comparing messaging that favored toasted against un-toasted Pop-Tarts, we found that more people skip the toaster and fast-track their snack.

Source 1: [www.numerator.com/resources/blog/poptart-consumer-purchasing-habits](http://www.numerator.com/resources/blog/poptart-consumer-purchasing-habits)



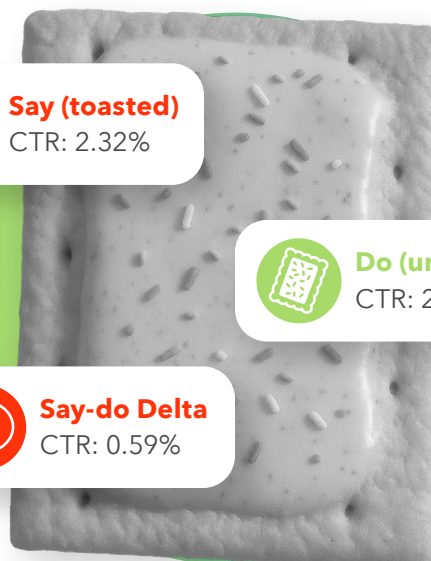
**Say (toasted)**  
CTR: 2.32%



**Do (un-toasted)**  
CTR: 2.91%



**Say-do Delta**  
CTR: 0.59%



### MINI-TEST 2

#### Just how important are brand ethics to Gen Z?

38% of American consumers<sup>2</sup> say they want companies to be socially responsible, but we wanted to know how much that impacts real purchasing decisions?

#### The product itself speaks louder than ethics

When we tracked clicks on ethical vs product-first brand messaging, we found an increase in clickthrough rates when positioning focused on product over ethics.

Source 2: [www.gwi.com/blog/us-social-issues](http://www.gwi.com/blog/us-social-issues)



**Say (ethics)**  
CTR: 0.73%



**Do (value)**  
CTR: 1.70%



**Say-do Delta**  
CTR: 0.97%

