

Trends

# OTT Assurances





# Setting the scene

## OTT Assurances

Last week we delved into a more unsettling **view** of the web and the unearthing of darker elements.

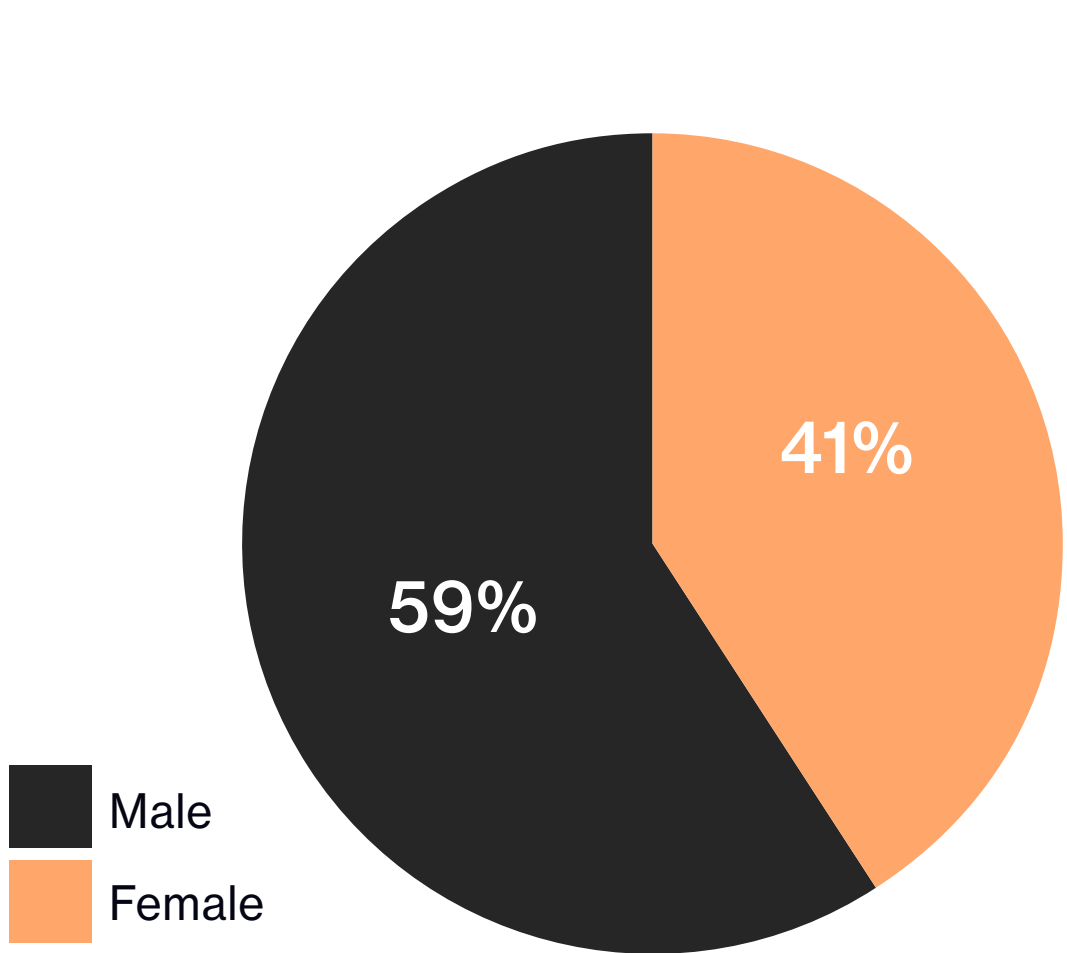
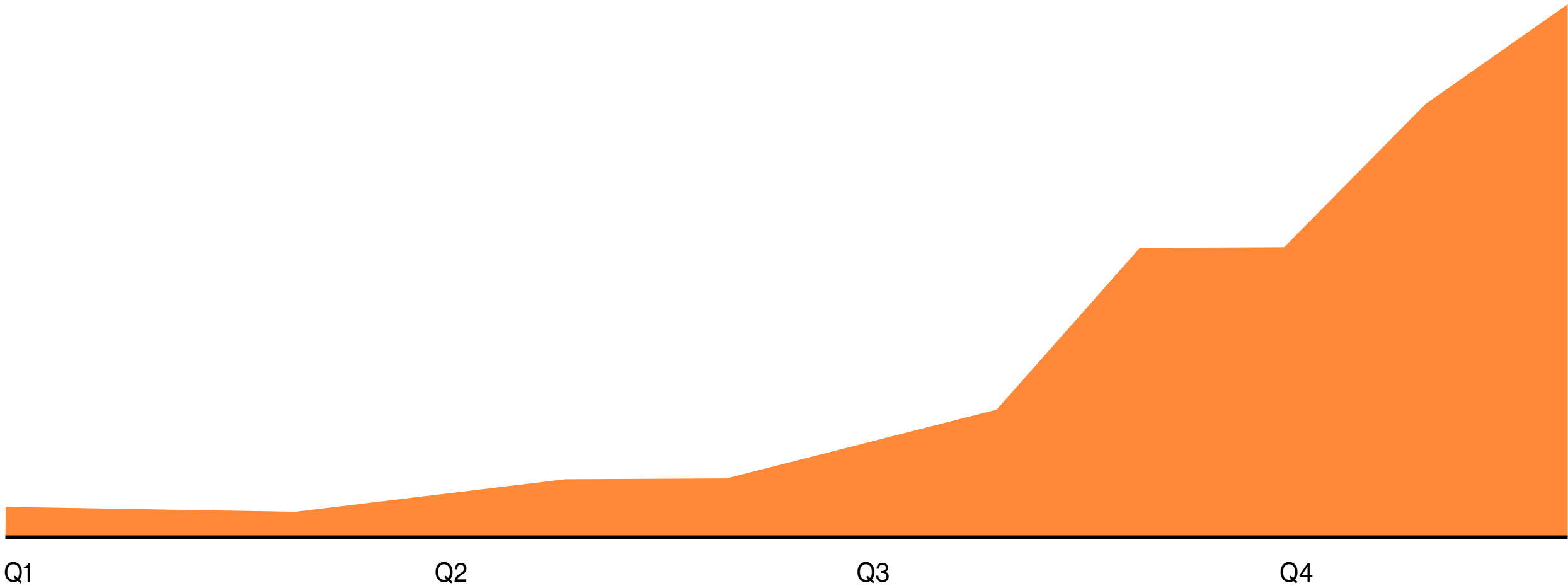
This week, we take a look at some of the lighter evolutions in claims across a number of categories.

While the Post-Covid consumer is growing in confidence, other woes have ensured consumers are looking to spend their money wisely.

For brands and marketing teams, we observe a strong response in robust, and sometimes dramatic, claims management.

# Cometeer Coffee promises the planet’s first and best ‘hyper-flavorful’ coffee

cometeer coffee: 635.62% growth\*



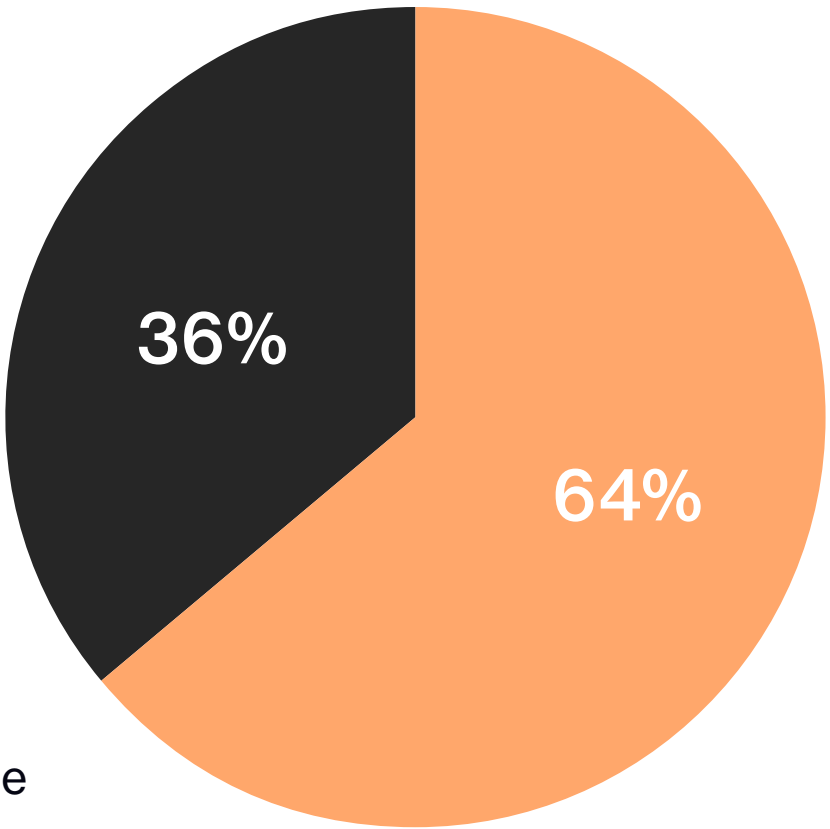
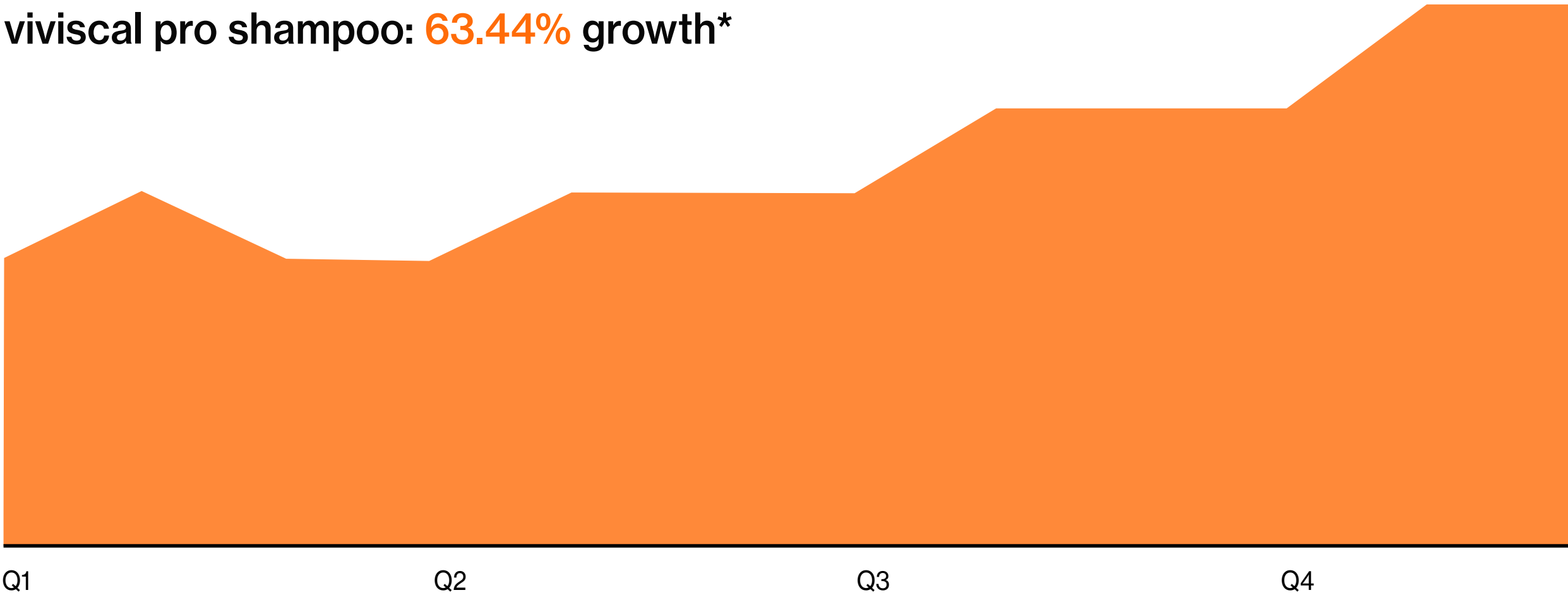
Cometeer’s brand **webpage** offers an almost Sci-Fi type romanticization of a commodity (coffee) in what’s an already crowded category.

Their brand story highlights that the product is frozen at -321 degrees in an attempted reassurance to back up it’s claims.



# Viviscal Pro Shampoo offers *the* most clinically researched hair loss solution

viviscal pro shampoo: 63.44% growth\*



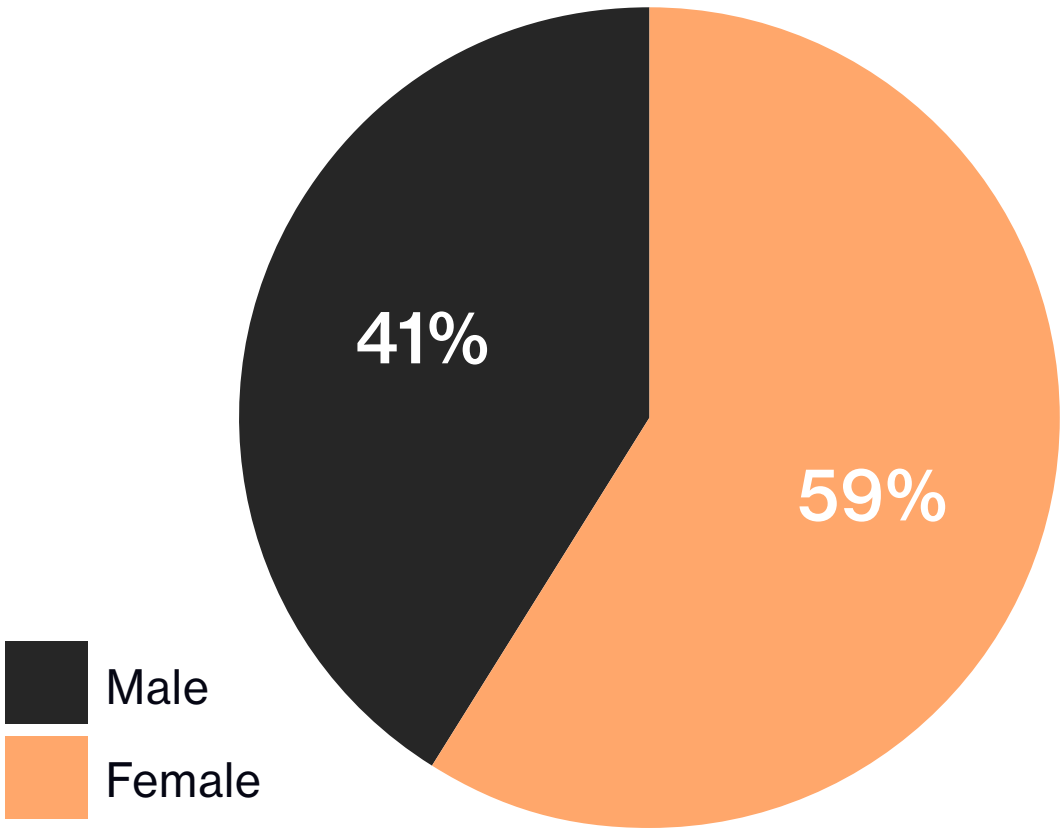
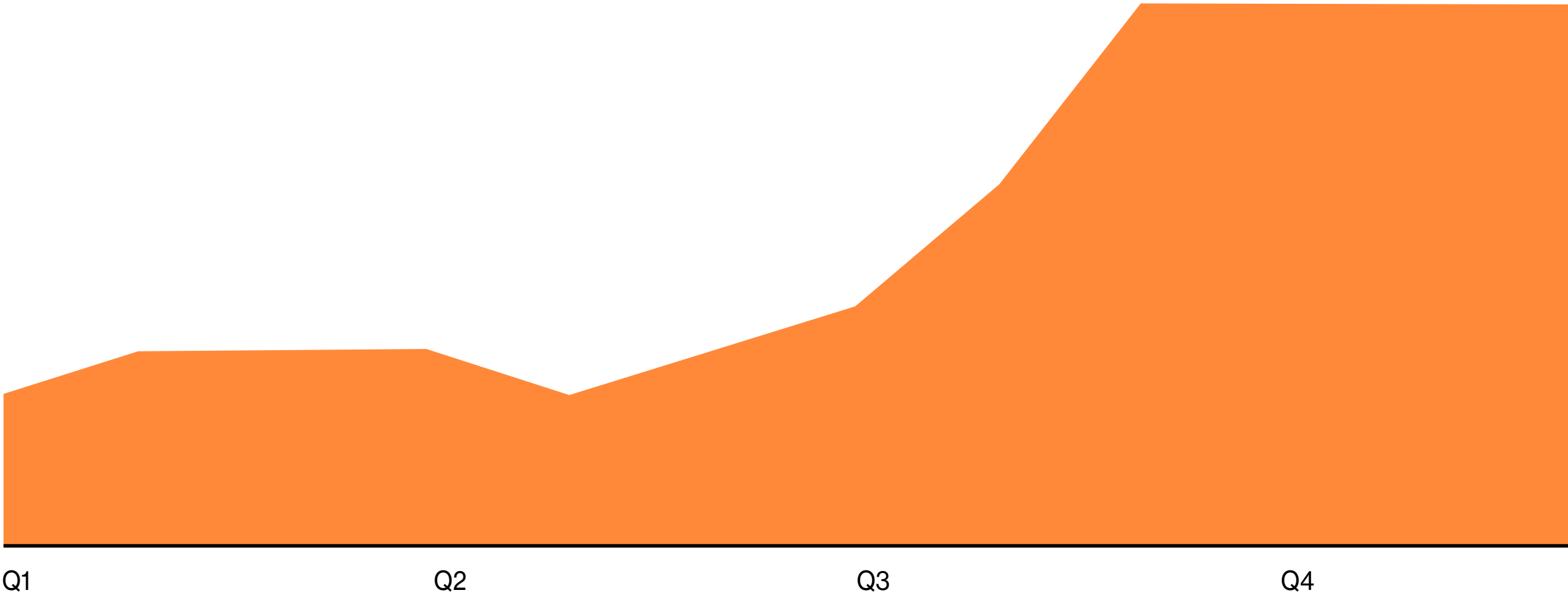
Male  
Female

The brand small print later goes onto substantiate the **claim** by suggesting that the brand has had the most clinical studies conducted by Nielsen.



# For others, the ‘best’ is seen as the product that’s the ‘World’s Most Expensive’

shumukh perfume: 172.88% growth\*



Valued at almost US\$1.3 million, the Dubai **perfumer**, Nabeel has been attracting steady growth in it’s latest product, promising a new experience combining the fields of perfumery and jewelry. It is still unknown if this Search growth has translated into sales...





# Key brand takeaways

1

## Sell the dream

Rising interest in the worlds best coffee, or the most researched shampoo shows a consumer willingness for some categories to dramatize the conventionally mundane.





# Key brand takeaways

2

## Provide welcome distractions

While many consumers may not be familiar with the temperature of their coffee grounds, growth in the likes of Cometeer suggest that consumers may actually to be willing to have a conversation around how 'frozen' a regular consumable may be.







To find out more, contact us at  
[enquiries@quilt.ai](mailto:enquiries@quilt.ai)