

MESSAGE TESTING REPORT

# Citroën Message Testing

Audience: 35–45 Male & Female · UAE Market

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Date: March 3, 2026

Prepared by: LAILA Labs, Inc.

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# The Recommendation

RE: COMFORT FIRST EXECUTIVE

## DECISION

Pilot the Comfort Messaging concept for the 35–45 UAE audience as the primary priority to convert interest into test-drives and purchases.

### TO

Decision Authority

### FROM

LAILA Labs, Inc.

### DATE

March 3, 2026

### RE

Comfort First Executive

## Rationale

Comfort Messaging leads because it combines a family-focused comfort proposition with the strongest emotional fit (calming ADAS), giving the clearest, quickest pathway to measurable test-drive intent when paired with UAE-specific proof.

# Three Concepts, Evaluated

Exact message lines submitted for audience testing — UAE, 35–45 Male & Female

01

## French Messaging

*"Citroën — Effortlessly French in style and substance"*

Style and heritage-led positioning

02

PRIMARY PICK

## Comfort Messaging

*"Citroën — Where comfort meets style"*

Family and daily comfort focus

03

## Tech Messaging

*"Citroën — Driver-assist technology that helps you relax, not overwhelm you"*

ADAS and calm-drive technology

# Prioritization Snapshot

LAILA Go Score · Relative ranking under constrained resources

Concept	LAILA Go Score	Primary Risk Driver	Rank	Decision
French Messaging	64.0	Style-led credibility gap (needs safety/after-sales proof)	2	PILOT (Secondary)
Comfort Messaging	66.0	Conversion gated by local safety/service proofs	1	PILOT (Primary)
Tech Messaging	63.0	ADAS technical/reliability and resale concerns	3	PILOT (Secondary)

Scores represent relative prioritization under constrained resources, not revenue forecasts.

# Scorecard & Decision Signal

64  
/100

French Messaging

PILOT (Secondary)

66  
/100

Comfort Messaging

✓ PILOT (Primary)

63  
/100

Tech Messaging

PILOT (Secondary)

## WHY COMFORT MESSAGING WINS

- Driver-assist framing (helps you relax, not overwhelm you) scored highest and most consistently across the sample.
- Comfort-led creative maps directly to family, school-run, and commute priorities — the primary decision context.
- Conversion is gated by verifiable safety, warranty, and local service claims: pair Comfort with explicit UAE-specific proof.

# LAILA Go Score — All Concepts

Scores range 1–100 · higher = stronger audience fit

Parameter	Concept 1 French Messaging	Concept 2 Comfort Messaging	Concept 3 Tech Messaging
LAILA Go Score	64/100	66/100	63/100
Overall Message Resonance	3.3/5	3.3/5	3.2/5
Message Persuasiveness (Qualitative)	3.5/5	3.5/5	3.6/5
Behavioral Intent (Action Likelihood)	3.0/5	3.3/5	3.5/5
Declared Attribute Preference	4.0/5	4.0/5	3.3/5
Attribute Preference (Open Explanation)	4.0/5	4.0/5	4.0/5

CONCEPT 1

# French Messaging

*"Citroën — Effortlessly French in style and substance"*

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LAILA Go Score: 64/100 · Decision: PILOT (Secondary)

# Analysis & Score Breakdown

LAILA Go Score **64**/100

CRITERIA	SCORE	CONFIDENCE
Overall Message Resonance	3.3/5	High
Message Persuasiveness (Qualitative)	3.5/5	Medium
Behavioral Intent (Action Likelihood)	3.0/5	High
Declared Attribute Preference	4.0/5	High
Attribute Preference (Open Explanation)	4.0/5	High

*"Style-first phrasing is not a dealbreaker but it's not very persuasive for my needs; I care far more about practical things." — Sara Thompson*

## KEY INSIGHTS

- **Style-first line** (Effortlessly French) scored lowest at 2.4/5 — 60% rated it only slightly relevant.
- **Comfort-led copy** (3.5/5) and driver-assist framing (4.0/5) significantly outperformed the hero tagline.
- **Primary objections:** vague aesthetic claims without measurable specs prompt scepticism.
- **Buyers demand** Euro safety ratings, ISOFIX details, boot litres, and explicit UAE warranty coverage.

✓ PRIMARY PICK

CONCEPT 2

# Comfort Messaging

*"Citroën — Where comfort meets style"*

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LAILA Go Score: 66/100 · Decision: PILOT (Primary)

# Analysis & Score Breakdown

LAILA Go Score **66**/100 — Highest across all concepts

CRITERIA	SCORE	CONFIDENCE
Overall Message Resonance	3.3/5	High
Message Persuasiveness (Qualitative)	3.5/5	Medium
Behavioral Intent (Action Likelihood)	3.3/5	High
Declared Attribute Preference	4.0/5	High
Attribute Preference (Open Explanation)	4.0/5	High
Required: Pair creative with (a) third-party safety claims, (b) ISOFIX/boot/seat specs, and (c) UAE service/warranty statements. Fail condition: if uplift <20%, iterate and revalidate before scaling.		

### WHY IT WINS

- **Driver-assist framing** (relax, not overwhelm) delivered unanimous high relevance across the sample.
- **Comfort + calming ADAS** maps directly to family, school-run, and commute priorities.
- **Highest Behavioral Intent** score (3.3/5) — clearest pathway to test-drive conversion.
- **Conversion is gated:** pair with UAE-specific safety specs, ISOFIX, and warranty claims.

**Acceptance Target**  
 ≥20% uplift in test-drive bookings vs. baseline within 8 weeks

CONCEPT 3

# Tech Messaging

*"Citroën — Driver-assist technology that helps you relax, not overwhelm you"*

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LAILA Go Score: 63/100 · Decision: PILOT (Secondary)

# Analysis & Score Breakdown

LAILA Go Score **63**/100

CRITERIA	SCORE	CONFIDENCE
Overall Message Resonance	3.2/5	High
Message Persuasiveness (Qualitative)	3.6/5	Medium
Behavioral Intent (Action Likelihood)	3.5/5	High
Declared Attribute Preference	3.3/5	High
Attribute Preference (Open Explanation)	4.0/5	High

## RISK FLAGS

- **ADAS technical/reliability:** false positives, disengagements, regional calibration.
- **Subscription model** and resale value concerns can reverse purchase intent post-demo.
- **Highest persuasiveness** (3.6/5) but lowest overall resonance (3.2/5) — tech-forward but not family-first.
- **Strong secondary concept** — can reinforce Comfort Messaging in creative as a proof point.

# ICP: 35–45 Male & Female · UAE

Dubai / Abu Dhabi · Family-focused parents & mid-career professionals

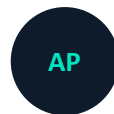


**Sara Thompson**

38 · Female · US · Executive Commuter

Decision style: Pragmatic

Priorities: School access, daily convenience, workplace proximity



**Ajun Patel**

41 · Male · Indian · Family Planner

Decision style: Detail-oriented

Priorities: Boot space, safety specs, reliable EV range

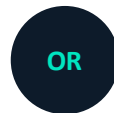


**Noura Al Farsi**

36 · Female · Emirati · Lifestyle Buyer

Decision style: Aspirational-pragmatic

Priorities: Design credibility + verified local service



**Omar Rahman**

44 · Male · Lebanese · Risk-Averse Professional

Decision style: Evidence-driven

Priorities: Resale value, warranty coverage, ADAS reliability

# Synthetic Persona Framework

Methodological equivalence to traditional research recruitment

01

## Study Scope

Define audience envelope, behavioral attributes & concept parameters

02

## Attribute Schema

Normalization & coverage-based attribute modeling

03

## Persona Construction

Generate personas covering the full attribute space (n=10)

04

## Concept Evaluation

Present concepts to persona panels; record structured evaluations

05

## Scoring

Criteria-based LAILA Go Score aggregation with confidence signals

06

## Decision Memo

Band assignment, decision output, and required next actions

L A I L A L A B S

# Same-day market research. Decisions you can defend.

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**Report Type:** Message Testing — Decision Memo

**Client:** Citroën / UAE Market

**Date:** March 3, 2026

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