



# TRIAL DRIVERS

## DEFINITION

Grow your brand by knowing the most effective portfolio, promotion and communication strategy for winning new trialists.

## HELPS YOU TO...



### IDENTIFY

How, when, where and why people try new brands - and which entry point leads to repeat purchase.



### PRIORITISE

Invest in the right product, promotion, communication and channel choices.



### GROW

Your brand through winning new consumers.

## BENEFITS



### REAL BEHAVIOUR

We use actual purchase data to identify the moment when someone tries a new brand.



### 360 DEGREE

Linking media exposure and brand perception to individual panellists gives us a single source data set that allows us to understand all influences on the purchase decision.



### LINK EQUITIES TO SALES

Know what messages make a real impact on your actual sales and penetration.

## CLIENT QUESTIONS



What product do consumers enter the brand through?



What is the role of different retailers / channels in driving new trial?



Which activities (promotions / sampling) win new consumers?



What are the key barriers to trying my brand?



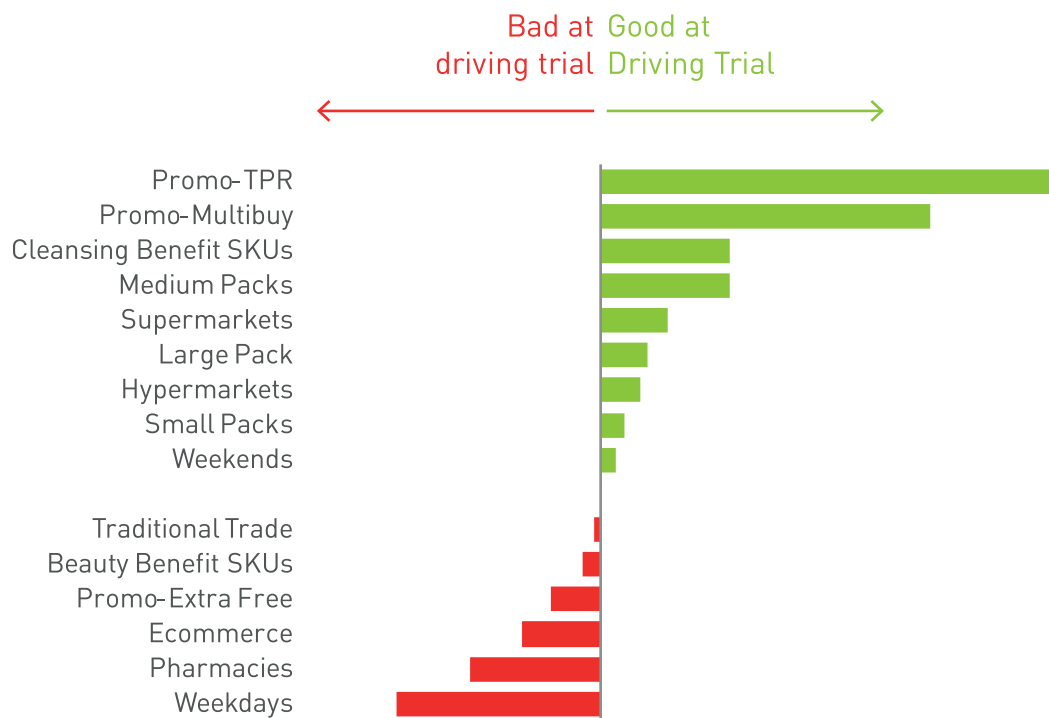
What are the most effective messages to communicate?



How can I reach non-buyers?

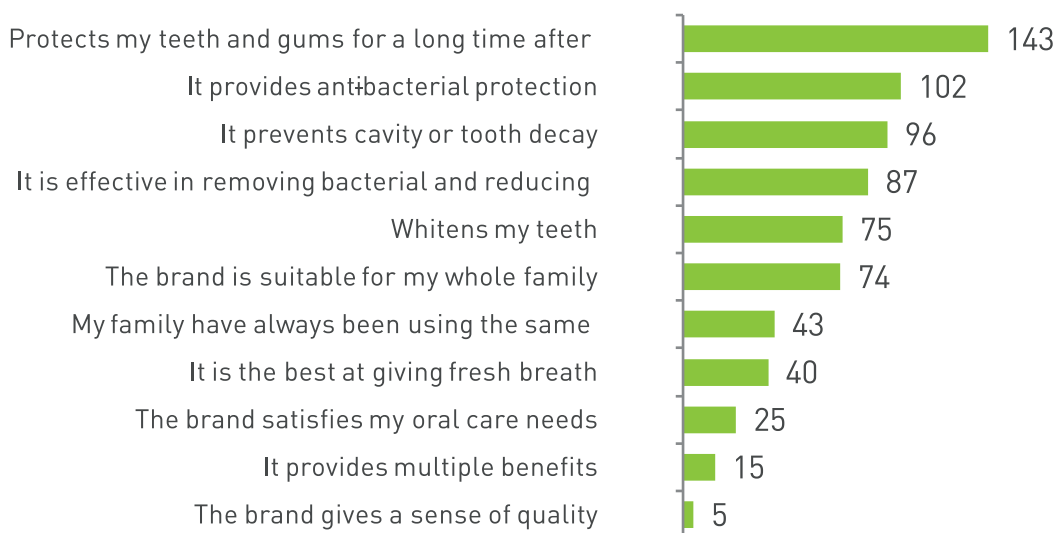


## RANK DIFFERENT MARKET DRIVERS BASED ON THEIR ABILITY TO WIN TRIAL



## UNDERSTAND WHICH EQUITIES DRIVE SALES

ATTRIBUTE INFLUENCE ON SALES, \$ 000'S



## HOW DO I GROW MY BRAND?

To find out more about this and our other business solutions please contact your Kantar Worldpanel representative.

