

TRIAL DRIVERS

DEFINITION

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

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?



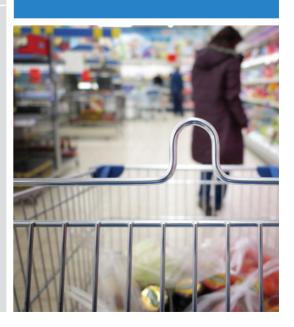
What are the key barriers to trying my brand?



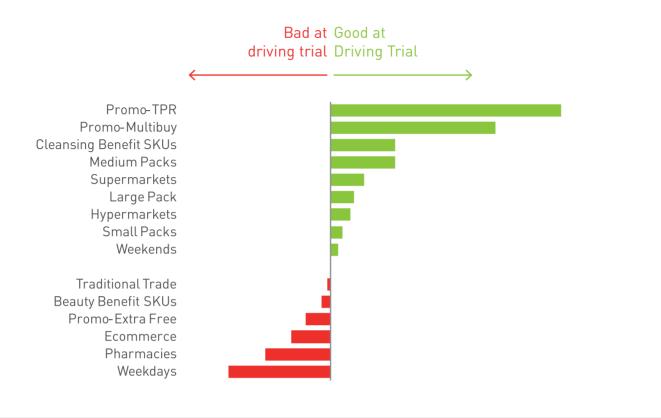
What are the most effective messages to communicate?



How can I reach non-buyers?



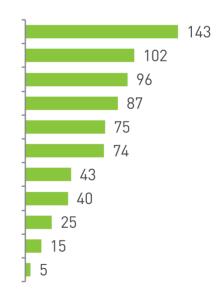
RANK DIFFERENT MARKET DRIVERS BASED ON THEIR ABILITY TO WIN TRIAL



UNDERSTAND WHICH EQUITIES DRIVE SALES

ATTRIBUTE INFLUENCE ON SALES, \$ 000'S

Protects my teeth and gums for a long time after It provides anti-bacterial protection It prevents cavity or tooth decay It is effective in removing bacterial and reducing Whitens my teeth The brand is suitable for my whole family My family have always been using the same It is the best at giving fresh breath The brand satisfies my oral care needs It provides multiple benefits The brand gives a sense of quality



HOW DO I GROW MY BRAND?

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













