OLD DOG, NEW TRICKS

All brands launch new products, but not all truly innovate. When it comes to finding growth, a tweak in pack size or flavour may not be enough.

Kantar Worldpanel can help you identify innovation opportunities for your brand, and execute effectively against them.

INNOVATION

The most successful innovations tend to be those which either take the brand into new areas (meeting new consumer needs and reaching new shoppers in the process), or persuade existing buyers to spend a little more; and they maximise their physical and mental availability in order to drive scale. This innovation analysis is designed to help you find the opportunities and execution strategies to achieve these goals.

It helps you to

CREATE

a credible and compelling case pre-launch.

Understand the true impact of NPD on brands and category.

Build persuasive sell-in stories to help secure listings, based on real shopper behaviour.

PLAN

realistic launch goals to aid business proposals.

Understand the odds of reaching a given target and the best ways to get there.

Stress test assumptions on incrementality and scale to set realistic benchmarks.

MEASURE

the real performance of your launches. Use actual shopper behaviour to measure the incremental impact of a launch. Understand where launch spend has come from.

Benefits

Understand the role of NPD in your category. What is the extent of NPD in your category and is it growing?

Do you launch your fair share compared to your competitors?

Robust quantification of launch incrementality. Degree of incremental benefit to portfolio and category.

Explanation through consumer drivers as to why.

Recommendations to improve the success of future launches.

What are typical benchmarks for RSV and incremental contributions?

How do these change for different types of NPD and varying launch conditions?

Questions

How do I set a realistic success benchmark for my new launch?

Did my launch add incremental value to my portfolio?

Did my launch add incremental value to my category and how?

What sort of initiatives are most likely to grow my brand?

What execution tactics should I use to improve my chances of future success?

What are the rules in your category that improve the odds of succeeding?