



bnp
media

NewProducts
Magazine

Exclusively focused on new food & beverage products

SCHNEIDER  ASSOCIATES

IRI
Breakthrough Insights.
Breakthrough Results.

December 17, 2007



Presenters

- **Patrick Richardson, Launch Director**
Schneider Associates
- **Joan Holleran, Editor**
BNP Media's *New Products Magazine*
- **Char Partelow, Senior Vice President,
Consumer and Shopper Insights**
Information Resources, Inc.
- **Susan Robinson, Vice President, CPG Solutions**
comScore

Survey Conducted by  comScore.



The 2007 Most Memorable New Product Launch Survey

- Nationwide survey conducted online by



- In its sixth year, the survey is designed to:
 - Identify most memorable new product launches of the year
 - Measure new product awareness and purchase
 - Identify where consumers obtain new product information
 - Identify trends that influence purchase behavior
- 1024 respondents representative of shoppers in the US
 - Age 18 or older
 - 789 females, 235 males
- Conducted in November 2007

Survey Conducted by 



The Top Ten

Survey Conducted by  comScore.



Listerine Quick Dissolving Whitening Strips



Survey Conducted by  comScore.

Motorola Razr2



Survey Conducted by  comScore.



Subway Fresh Fit Meals



Survey Conducted by  comScore.

Diet Coke Plus



Survey Conducted by  comScore.



Oreo Cakesters



Survey Conducted by  comScore.

alli Weight Loss Capsules



Survey Conducted by  comScore.

Domino's Oreo Dessert Pizza



Survey Conducted by  comScore.

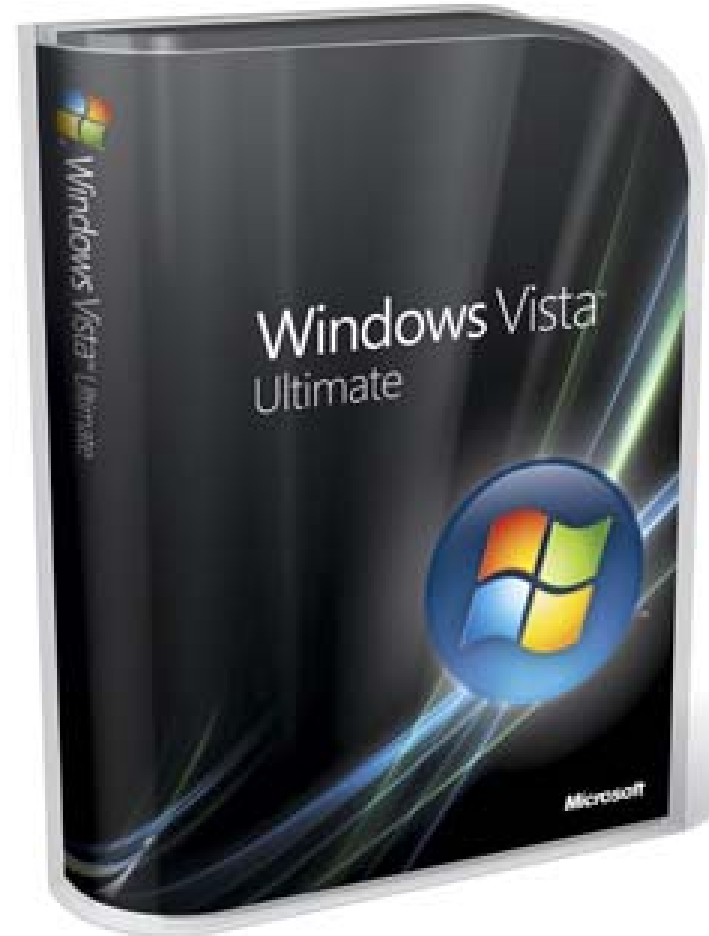


Febreze Candles



Survey Conducted by 

Microsoft Windows Vista



Survey Conducted by  **comScore.**

Apple iPhone



Survey Conducted by  comScore.



Trends

Survey Conducted by  comScore.



Tech Takes Over

- The **iPhone** finishes on top (37%)
- Three tech products in the top 10 & four in the top 15
 - **Microsoft Vista** at #2 (26%)
 - **Motorola Razr2** at #9 (8%)
 - **iPod video nano** at #11 (7%)
- Americans “must have” tech
 - 31% of all respondents wanted some kind of tech or consumer electronics product this holiday season
 - 9% wanted a flat screen, HDTV/LCD or plasma TV
 - 6% wanted a Nintendo Wii



Survey Conducted by  comScore.



Eat Fresh!



- Three “health-on-the-go” products in the Top 10
 - **alli Weight Loss Capsules** at #5 (10%)
 - **Diet Coke Plus** at #7 (9%)
 - **Subway Fresh Fit Meals** at #8 (8%)
- Also in the Top 20:
 - **Hostess 100 Calorie Cupcakes and Brownies** (#12)
 - **Diet Pepsi Max** (#15)
 - **Dannon Danactive Yogurt Drinks** (#16)
 - **Coke Cherry Zero** (#19)
- 90% of all respondents said that whether a product is “**fresh**” has at least some influence on their purchase decision
- 78% said “**whole grains**” have at least some influence
- 75% said “**no trans fat**” have at least some influence

Survey Conducted by 



Year of the Oreo

- **Domino's Oreo Dessert Pizza** at #4 (10%)
- **Oreo Cakesters** at #6 (10%)
- History of co-branding projects
 - TGI Friday's
 - Burger King
 - Baskin Robbins
- Strong marketing support
 - Domino's Oreo Pizza Moustache ad campaign



Survey Conducted by 



Consumer Behavior

Survey Conducted by  comScore.



Buy American

- The survey asked respondents what trends influence their purchasing the most
- 74% said they were more likely to purchase a product if it was **“Made in the USA”**
- 67% said their purchasing decisions were influenced by the **country of origin**
 - Influence of China toy recalls?



Survey Conducted by  comScore.



Remember Me?

- Projected spending on advertising in 2008 to exceed \$283 billion
- Recall of new products remained low this year
 - **77%** of respondents failed to name a single product in the Top 50 new products launched in 2007, including the iPhone
- Percentage of respondents who failed to name a product in the Top 50 in the last two years:

Factors	2007	2006
Could not recall one new product	77%	81%
Revenue spent on advertising	Projected* \$283 billion	\$285 billion

*U.S. Ad Spend Growth Looks Sluggish Adweek December 03, 2007

Survey Conducted by  comScore.



More is Merrier

- Consumers use **over 3 media sources** to learn about new products
 - TV remains the highest source mentioned
- **Early Adopters and younger consumers** use even more media sources (4.5 and 3.7 sources)
 - Early Adopters are three times more likely to use online communities, blogs and videos
 - Younger consumers are more influenced by online advertising
- Among digital technologies, personal e-mails have the greatest impact across all age groups.
- The strength of influence among **blogs and online groups** ranked the highest at 250%
- Blogs and online groups are becoming as influential as recommendations by family and friends

Survey Conducted by  comScore.



Stick With It

- 44% of all respondents say they are not opposed to new products, but buy only when they need them
- Two-thirds or more in all age and gender groups say that **“when they find a product they like, they stick with it”**
- Younger consumers are more likely to look for new products to try as well as give and receive product recommendations



Survey Conducted by  comScore.



The Paradox of the :30 Spot



- **81%** of all respondents say they do something to avoid TV commercials
 - 43% channel surf
 - 24% use TiVo/DVR or OnDemand
- Despite this, the same percentage of respondents say they enjoy commercials at least sometimes

Survey Conducted by  comScore.



What Are You Searching For?

- Almost two-thirds are likely to visit a company or product Web site after seeing a TV ad
 - ♦ 74% of 18-34 year olds are somewhat or very likely to visit the Web site
- Search engines are used most to research consumer electronics followed by cars (55% and 40%)
- More than half of all respondents have used a search engine to visit a manufacturers' Web site to research a new product
- Younger respondents and Early Adopters are more likely to use search



Survey Conducted by 



MMNPL Summary

- iPhone Takes the Top Prize
- Technology, Technology, Technology
- Health-On-The-Go
- Year of the Oreo
- Buy American, Buy Local
- Still Low Recall for New Products
- Consumers Are Searching For Your Product

Survey Conducted by  comSCORE.



Where to Find Information Presented Today

- Download this Powerpoint presentation at:
http://us.infores.com/page/news/events/webinar_archive
- Download a copy of the full survey results and press release at:
www.schneiderpr.com/news
- View our Most Memorable New Product Launch Countdown video at:
www.launchpr.com

Survey Conducted by  comSCORE.



Next Presentation on MMNPL

• 2008 IRI Reinventing CPG and Retail Summit

- Mar 3- 5, 2008
- Gaylord Palms Orlando Resort and Spa Orlando, FL, USA

For more information visit:

www.cpgsummit.com

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Questions?

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Thank You

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