

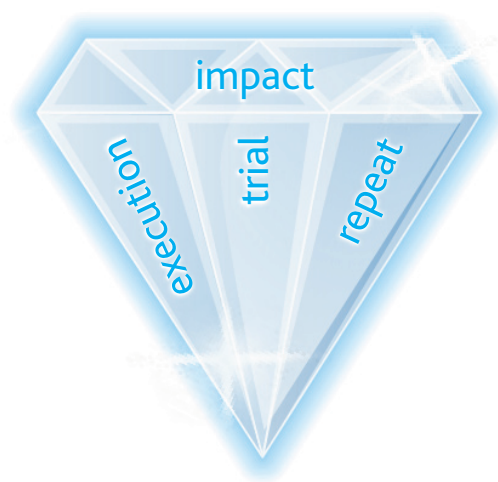
# New Product Launch Evaluator

## Delivering successful NPD plans

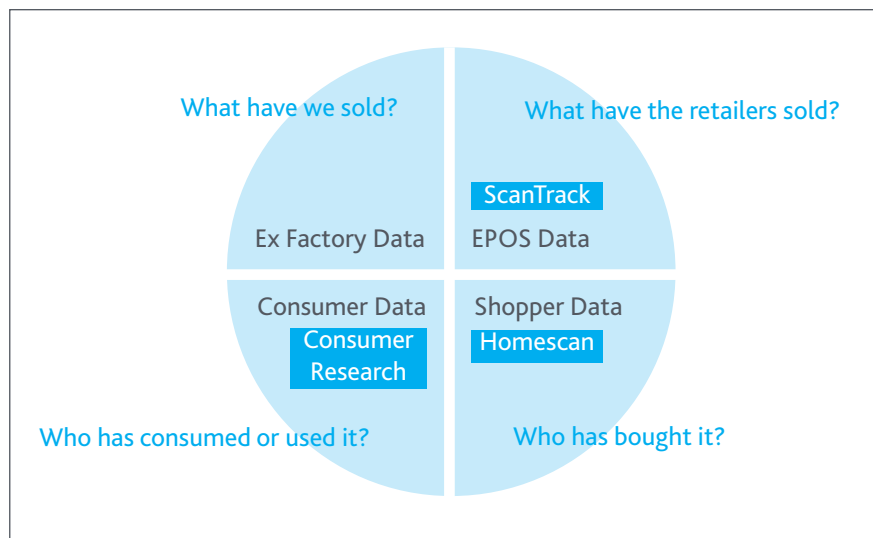
- Manufacturers require fast information to ensure new product success
- Retailers require full evaluation of the NPD impact on the category



## Nielsen's New Product Launch Evaluator



## How it works - the power of integration



## Data Sources

### ScanTrack - Scan data information

- Value and volume measures at category and brand level

### Homescan - Household panel information

- Panel of 10,000 households who scan their household purchases
- Household purchasing; able to take a longitudinal view
- Source of volume

### Consumer Research

- Online survey using Nielsen's Your Voice Panel (92,000 members)
- Full category health analysis
- Prompted and unprompted / top of mind awareness and source of awareness
- Trial
  - Reasons for consideration and non-consideration
  - Trial – where, what (sku), who for, what occasion, why
- Intention to repeat
  - No – why not?
  - Yes – timeframe, number of products, what (sku)
- Demographics

## Reporting

### Deliverables

- Scorecard
- Fully integrated presentation of results
- Benchmark comparison (benchmarks to be built up over time)

### Timeframe

- Recommend study commencing minimum 12 weeks from launch
- Results presented 4 weeks after sign off of the consumer research questionnaire

### Investment

- From \$19,900 excl GST based on the assumptions that subscription to Homescan and ScanTrack is already in place

Please contact your Nielsen representative for a quotation. Discounts available if several NPD prognosis modules purchased per annum.