



Product Launch Analytics Methodology

Your guide to inspirational and successful new product development

Showcasing what you need to see

The world of innovation is dynamic and varied

Thousands of new products are launched every day. Innovation specialists need a comprehensive view of the landscape. That's what we provide.

Our focus is on intelligent selection

When so many so-called "innovations" are uninspiring "me-too" products, what can you really learn from trying to look at them all? That's why, for us, prioritizing what is interesting and notable is critical.

Let us take care of the hard work

Our shopper network and innovation researchers spend their time carefully selecting products to capture so that you can save your time.

How many SKUs?

Over **1,500** per month

What is your coverage?

Products in over **50** markets



What is “interesting and notable” innovation?

In a world of too much choice, innovation needs to stand out

Our shopper network and in-house researchers are selective in their capture of innovations. They consider a whole host of aspects, including formulation, flavor, ingredients, claims, packaging, shelf presence, target demographics, and marketing.

If our innovation experts don't find a product noteworthy, why would a consumer?

We avoid the bland and the mundane. We selectively inspire, not overwhelm with volume.

Which is more interesting? Which will inspire your next innovation?



Standard lager

OR



Energy beer

?



Apple shampoo

OR



Shampoo with active gold

?



Explaining our unique “innovation ratings”

Only a handful of innovations truly deliver something new

We assess all innovation in terms of our “innovation ratings”, which we use to highlight the truly unique. Though they do not always go on to be a success, innovations with one or more of these ratings have the potential to be a true disruptive presence in the marketplace.

Formulation

Offering additional value through a new formulation

Positioning

Positioning a product to new users or for a new usage

Packaging

Using packaging to increase functionality or impact

New Market

Opening up a new market, creating vast opportunity

Technology

Introducing new technologies to a product

Merchandising

Devising a new way of selling a product



How we source our innovations



Field representatives	Trade shows	Shopping trips	Manufacturers & distributors	Secondary research
<p>Our global network of representatives (including emerging markets) are constantly scouring shops, and purchase more than 1,000 products every month.</p>	<p>Our team attends tradeshow throughout the year, speaking first-hand to delegates to gain information on new products, sometimes before they even hit the shelves.</p>	<p>We visit a variety of outlets regularly. These include grocery chains, pharmacies, convenience stores, hypermarkets, health food stores, and gourmet and specialty stores.</p>	<p>Information and new product samples are sent to us directly by manufacturers and distributors.</p>	<p>Including company, trade, and retail websites; manufacturer and agency press releases; trade and consumer magazines and newspapers; and advertisements.</p>



The level of detail that we capture

Search View Results Analyze Results

Pepperidge Farm Jingo! - Crackers
- Lime & Sweet Chili, Fiesta Cheddar, Parmesan Garlic

High Resolution Images



MY TOOLS

- Extract**
 Product to Excel
 Product to Word
 Product to PowerPoint
- Print product**
- Order through product retrieval**

Product Description

New Pepperidge Farm Jingo! Crackers are available to consumers in the USA in Lime & Sweet Chili, Fiesta Cheddar, and Parmesan Garlic varieties. The lime & sweet chili variety is described on pack copy as "Always baked and seasoned twice," as having a "bold flavor - snappy crunch," and as containing "no artificial preservatives." All the above varieties are packaged in a 7.5 oz. (212g) paperboard box with a plastic bag inside and retail for 7.79 USD each. The crackers are made in the USA and Pepperidge Farm, Inc. is the distributor.

Product Ingredients & Nutrition

Ingredients	Unbleached Enriched Wheat Flour; Niacin; Reduced Iron; Thiamin Mononitrate; Vitamin B1; Riboflavin; Vitamin B2; Folic Acid; Vegetable Oil; Canola Oil; Sunflower Oil; Soybean Oil; Dehydrated Potatoes; Corn Starch; Salt; Sugar; Wheat; Autolyzed Yeast; Corn Syrup Solids; Baking Soda; Monocalcium Phosphate; Chili Pepper; Natural Flavor; Hulled Barley Rye; Triticale; Dehydrated Peppers; Dehydrated Tomatoes; Citric Acid; Dehydrated Onion; Lime Juice Solids; Paprika Extract; Yeast Extract; Yeast; Maltodextrin; Sodium Diacetate; Disodium Guanylate; Disodium Inosinate; Whey; Milk
Nutrition Values	Serving Size 23 pieces (30g); Servings Per Package about 6.5; Calories 130.00cal; Carbohydrates 22.00g; Protein 2.00g; Total Fat 4.00g; Trans Fat 4.00g; Cholesterol 0.00mg; Sodium 220.00mg; Fiber 1.00g; Sugar 2.00g; Monounsaturated Fat 2.50g; Polyunsaturated Fat 1.00g

Product Analysis

Claims / Tags	High Vitamins; Private Label
Innovation Rating	Not Innovative
Flavor/Fragrance	Blend; Cheddar; Garlic; Lime; Parmesan; Sweet Chili
Package Type	Bag; Box
Package Material	Paperboard; Plastic
Shelving	General
Price/Package Size & Units	7.79 USD - 7.50 Ounces
Total SKUs	3
UPC Code	014100097662; 014100097693; 014100097679

Product Details

Report Number	864737
Distributor	Pepperidge Farm, Inc.
Distribution Countries	USA
Category	Crackers (Savory Biscuits)
Segments	Other Crackers
Address	(Dst): Norwalk, CT 06856, USA

We capture over 20 fields of data, including:

- Brand, product name, and varieties
- High resolution image
- Qualitative product description
- Ingredients
- Nutritional information
- Claims/tags
- Innovation rating
- Flavors and fragrances
- Pack type and material
- Pack size and price
- Stock keeping units (SKUs)
- Manufacturer/distributor
- Countries of distribution and manufacture
- Category/segment.

We focus on new innovations (launched within 12 months) that conform to any of the following criteria:

- An entirely new brand or product
- New flavors or varieties of an existing product
- New pack size or format
- Newly available in another international market
- Significantly reformulated product
- Renamed or rebranded product.



How to search

Choose from any number of **16 searchable fields** on the left hand side of the screen

Include a keyword or **keywords** to narrow down your search still further

Choose a **date range** for your search

Search View Results Analyze Results < Please use tabs to navigate rather than back button

1) SEARCH TYPE

- Keyword Search
- Brand & Product Name
- Categories
- Claims / Tags
- Companies
- Countries
- Flavors & Fragrances
 - Blended Flavors
- Ingredients
- Innovation Ratings
- Nutrition Values
- Package Materials
- Package Size and Units
- Package Types
- Price
- Report Numbers
- Shelving
- UPC Codes

2) TYPE THE KEYWORD YOU WOULD LIKE TO ADD

Find all these words: 165 characters remaining for "all"

Find this exact phrase: 165 characters remaining for "phrase"

Find any of these words: 165 characters remaining for "any"

Exclude these words: 165 characters remaining for "exclude"

ADD

3) CONFIRM MY CURRENT SEARCH

CLAIMS / TAGS Fair Trade OR/AND Organic

COUNTRIES France OR/AND Germany OR/AND Italy OR/AND Spain OR/AND United Kingdom

PRICE More than 30 EUR

Published

in the last 2 years

between 11 Jul 2011 and 11 Jul 2012

CLEAR ALL VIEW RESULTS ANALYZE RESULTS

Jump straight to **view or analyze** results



Viewing product results

Search **View Results** Analyze Results < Please use tabs to navigate rather than back button

Displaying 1 to 100 of 213 products, 478 SKUs (Select all | Clear selected) 1 | 2 | 3

Extract 0 selected products to Excel Word PowerPoint

Table view Report view

Thumbnails	Product Name	Mfr. / Dist.	Country	# SKUs	Pub Date	ReportNum
<input type="checkbox"/>	BioArt - Vollmilch-Schokolade - Engel Des Friedens, Engel Der Gelassenheit, Engel Der Ganzheit	BioArt AG	Austria, Germany	3	06 Jul 2012	858083
<input type="checkbox"/>	BioArt Die Kunst Zu Leben - Gefuellter Vollmilch-Schokoladenriegel - Vanille	BioArt AG	Austria, Germany	1	30 Jun 2012	858111
<input type="checkbox"/>	Schweitzer Cafe Bio - Organic Iced Coffee	Schweitzer Reinhard GmbH	Germany	1	30 Jun 2012	859472
<input type="checkbox"/>	Schweitzer Choco Bio - Organic Iced Chocolate Drink	Schweitzer Reinhard GmbH	Germany	1	28 Jun 2012	859481

Easily **export** selected product records to Excel, Word, or PowerPoint

Sort results by manufacturer, SKUs, or publication date by clicking on the column heading

Toggle between the two view options – table view and report view

Select products to export using the tick box

Access the full product record by clicking on the thumbnail or product heading



Zooming in to see the full details



↓ Extract

...eryl-3 Diisostearate, Myristyl Myristate, C20-40 Alkyl Stearate
... Bis-Diglyceryl Polyacyladipate-2, Butyrospermum Parkii Bu
... a, Glycerin, Simmondsia Chinensis Oil, Tocopheryl Acetate, C
... mer, Sine Adipe Lac, Vitis Vinifera Seed Oil, Aqua, Maltodextrin, Neot
... Dihydrochalcone, BHT, Linalool, Benzyl Salicylate, Parfum, CI 77492.

Eczacıbaşı | BDF ●●●● Art.-Nr. 85136
Beiersdorf 85136-9-8251-01
Hamburg · Wien 15621.28200.31

**Eczacıbaşı-Beiersdorf Kozmetik
Ürünler Sanayi ve Ticaret A.Ş.**
Kanyon Ofis Büyükdere Cad. 185
Etiler 34394 İstanbul
© = reg. tm. of Beiersdorf AG

144094 85136-08200-31 PAP
253982
28 4,8g/5,5ml e

12 M

4 005808 67



Analyze trends to your specific requirements

Build Your Own Chart

Complete flexibility, allowing you to tailor results to your precise needs, comparing any combination of information stored as part of the capture.

Build Your Own Table

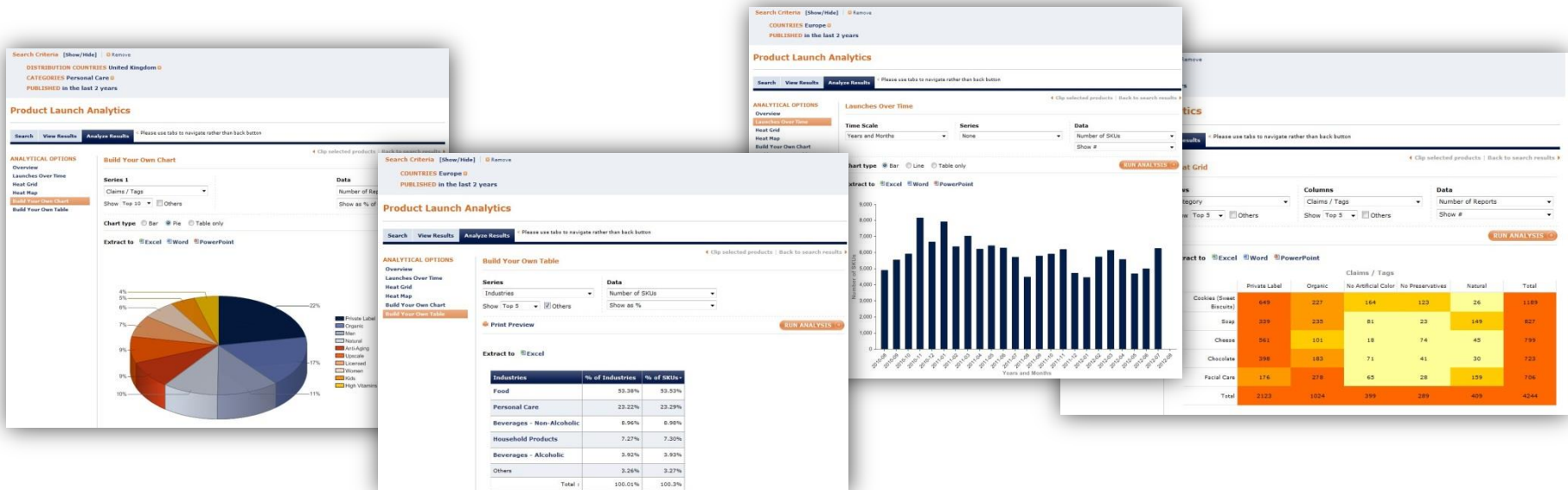
For when you want a download of more data than can be easily shown in a graph.

Launches Over Time

Easily analyze trends in product launches over time with the choice of stack, bar, or line graph options.

Heat Map

Add impact to any geographical analysis by showing the level of product launch activity on a color-coded word or region map.



A team of specialists at your service



Tom Vierhile
Innovation Insight Director

Tom has over 20 years of experience in marketing and analysis. A recognized expert on product innovation, he is frequently cited in the national press. He offers regular webinars on emerging trends.



Diane Beach
Innovation Researcher

Diane has more than 30 years of experience in the world of product launches and innovation, having joined the forerunner to PLA in 1979. She advises the team on all aspects of research and product reporting.



Mitsue Konishi
Senior Innovation Analyst

Mitsue plays a crucial role in the analysis of innovation and future opportunities. As well as being an expert on Japanese innovation and functional products, her design background allows her to focus specifically on the use of design in brand and marketing strategies and product development.



Nadia Grairi
Research Leader

Nadia is a Research Leader for the Personal & Household Care industry at Canadean. Since joining in 2007, she has worked in a number of areas from primary research, to consulting, through to her present role managing the research and analysis of innovation on the PLA tool.



Handling your questions

Q. Why don't you capture more products?

Answer: We strongly believe that an enormous database of products doesn't inspire better innovation. Indeed, it overwhelms and confuses. We would rather report what we believe to be noteworthy than try (and fail) to report everything.

Q. Can I recommend products to capture?

Answer: Of course. And if we deem that product to be worth capturing, we will do so.

Q. I work in ingredients – how does this benefit me?

Answer: We provide benefit to a large number of ingredients companies, including most of the leaders in the industry. We capture the products that are doing something beyond the basic. This gives you a far higher chance of identifying the true innovators worth partnering with.

Q. How do you determine where you have shoppers? Do you only capture innovation in those markets?

Answer: Our network is determined through a combination of aligning with our insight and data assets, and prioritizing “hotspots” of innovation. But we will capture good innovation wherever it is found.

Q. Can you help me track competitors?

Answer: Definitely. With more than 1,500 SKUs captured per month, we still provide a true view of global innovation. You can identify the most noteworthy launches by your historical competitors, as well as seeing where the new threats are coming from.





Ask the Analyst

If you have any questions regarding our research or would like more information on our service offering, please contact clientservices@canadean.com

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