

NEW PRODUCT LAUNCH ANALYSIS

The purpose of this job aid is to show the analysis Nielsen uses to guide your new product launch to success. It is an exciting and daunting prospect launching a new product today. A high percentage of new introductions fail, and cutting through to the consumers in today's crowded marketplace is a highly complex task. The New Product Launch Analysis provides key insights to help guide your new product launch to success.

Track Your Product Launch

New Product Launch Analysis provides vital insights to help guide your new product launch to success. This analysis identifies how quickly customers are trying your new product and measures how likely they are to repeat their purchase and helps to evaluate the success of introductory marketing efforts. Monitoring the early days of launch can show if enough consumers are making a trial purchase, and equally importantly if enough of them are making repeat purchases. It is also critical to gauge the promotional impact on trial and repeat purchase occasions.

Answer Critical Business Questions

- Is my new product meeting trial objectives?
- How much of a threat is a competitive new product launch?
- What is the long-term potential of a new brand?
- How much of a new product's volume can be attributed to trial versus repeat activity?
- How has my new product launch performed compared to other new products in the category?
- Which specific items in my product launch has been the most or least successful?

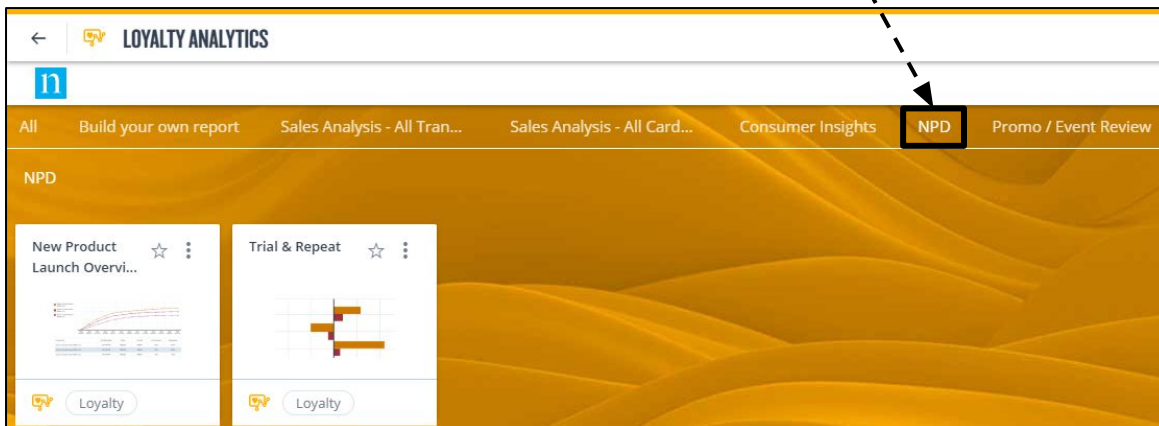
Key Benefits

- Determine what rate trial is building.
- Evaluate the success rate of converting triers to repeat buyers.
- Assess correlation between distribution and product trial percentage.
- Determine the impact of introductory promotion efforts.
- Uncover your brand triers and your brand repeaters.

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SETUP YOUR NEW PRODUCT LAUNCH ANALYSIS


Navigate to the list of available templates and click the new product launch template.



SELECT THE DATA REQUIRED FOR YOUR REPORT



1. **Sample Size:** Always set this to 100%, as this report runs on item level data.
2. **Periods:** Select one time period; the report will automatically disaggregate to individual weeks.
3. **Products:** Always select your data from the folders available in characteristics so the report automatically disaggregates to item level.
 - a. **Product Share Base:** The selection made in this subtab sets the base for the % Penetration calculation. For example, select the item's parent brand or category to get the right understanding of your NPD's penetration %.
4. **Stores:** Select any store for this report.
5. **Customer Basket:** Select a value which is based on your loyalty card program.

 Tip: choose a value from the week totals folder.

TIPS & WATCHOUTS

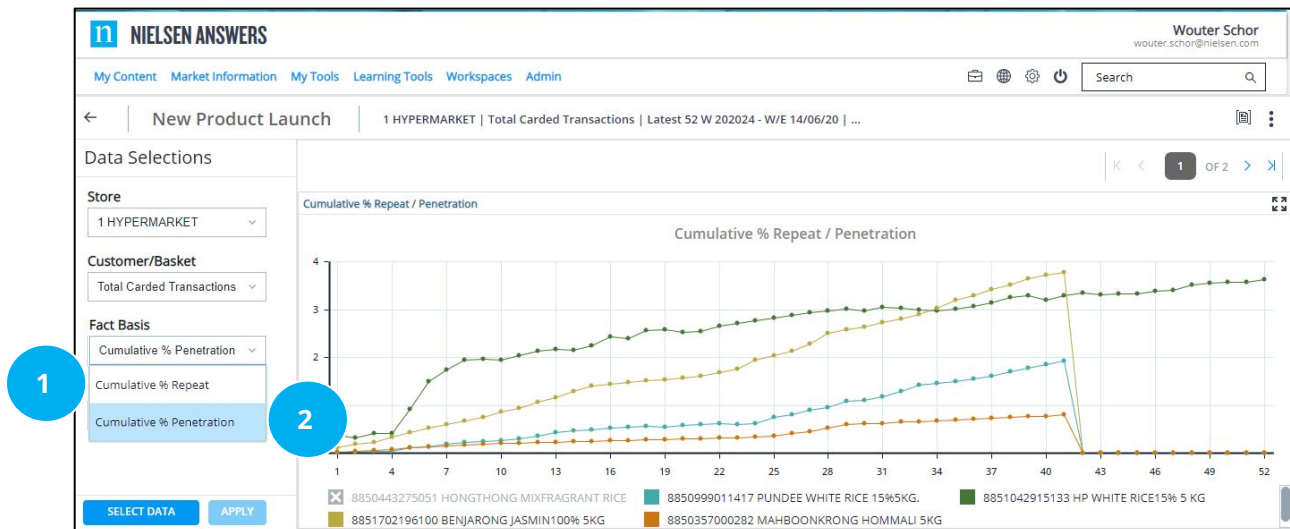
1. You can run an entire product group to identify all new items for the period. Make sure you have item level selected or select this group from characteristics without using "SUM or "GROUP BY"; be aware this can cause the report to be slow and running for a long time.
2. To save time you can also use report builder to identify any of the new items in the category and its first week selling.
3. All period selections will automatically be visualised to their first week selling and plotted on the graph according to the product first week since launch.
4. Use the all customers segment on top of any selected customer segments to make sure there are enough customers in the universe.
5. Always use 100% sample size on this report regardless of your data selections.

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WHEN DOES AN ITEM CLASSIFY AS NPD?

An item is only classified as a New Product Development (NPD) if its first week selling is in the selected time period. The system does not compare versus prior time periods. You can use report builder to identify a product's first week selling.

DATA & FACT DEFINITIONS



Switch between Cumulative Penetration and Cumulative Repeat (P. 1) by changing the fact:

1. **Cumulative Repeat:** The proportion of customers making a repeat purchase in the current period (they must have already bought the product once in any of the prior periods) as a % of those who trialed the product. The line graph represents a weekly cumulation of repeat rate; i.e., it visualises New Repeat buyers in week 4 plus the customers who repeated in weeks 1-3.
2. **Cumulative Penetration:** The proportion of customers first product trial as a % of those buying the Selected Product Share base. The line graph represents a weekly cumulation of product penetration; i.e., it visualises new trialist in week 4 plus the customers who trialed the product in weeks 1-3.
 - a. A household can only be counted as a trialist once, regardless of their number of visits.
 - b. Data points on the curve can be lower than the previous week if the number of customers in the product share base increase significantly during a specific week.

The screenshot shows a table titled 'Period totals per New Product Launch'. A blue circle '3' highlights the 'First Week Selling Date' column. The table contains three rows of product data.

Product EN	First Week Selling Date	Sales	Unit	% Penetration - 04303001 RICE	% Repeat - Customers
8850999011417 PUNDEE WHITE RICE 15%5KG.	W 202024 - W/E 06/14/20	14,523,176	171,292	2.0	17.8
8851702196100 BENJARONG JASMIN100% 5KG	W 202025 - W/E 06/21/20	32,450,490	250,802	3.9	22.4
8850357000282 MAHBOONKRONG HOMMALI 5KG	W 202022 - W/E 05/31/20	5,643,392	26,398	0.8	14.9

3. **First Week Selling Date (P. 2):** The first week the product has recorded a sale within our database. Note: a product can be in our database before it has recorded sales; this report only shows when a product has sold the first time.