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## **GLAD® PRESS'N SEAL™ MOST MEMORABLE NEW PRODUCT LAUNCH OF 2004**

*56% of Consumers Could Not Recall One New Product Launched Last Year*

**BOSTON, MA (January 6, 2005)** – The third annual 2004 Schneider/Stagnito Communications Most Memorable New Product Launch Survey found that 56% of consumers could not recall a single new product launched in 2004, despite a 7% increase in advertising spending (\$268 billion in 2004 vs \$249 billion in 2003\*). But, a number of new products rose above the 31,185\*\* introduced in 2004. This year's most memorable new products are a mix of new and improved versions from favorite brands and products offering new technologies with palpable benefits.

Based on feedback from more than 1,000 consumers nationwide, InsightExpress reports 26% of consumers remembered the launch of GLAD® Press'n Seal™. Also among the Top 10 Schneider/Stagnito Most Memorable New Product Launches were Coca-Cola® C2™ (24%); Clorox® ToiletWand™ (23%); Apple® Mini iPod™ (21%); Swiffer® Sweep+Vac™ (21%); Gillette's® M3Power™ Razor (20%); Hershey®'s Swoops™ (19%); Oral-B® Brush-Ups™ (18%); Pepsi® Edge™ (17%) and Febreze® Scentstories™ (16%). These products illustrate the cautious approach packaged goods manufacturers demonstrated in 2004 by either redesigning a well-known product or marrying a popular product with an added benefit.

“Our survey results show that marketers face a tremendous challenge gaining consumer awareness for new products,” said Joan Schneider, author of *New Product Launch: 10 Proven Strategies*. “While Americans are open to trying new products, only 19% describe themselves as early adopters. A little more than half (52%) ‘only buy new products when they absolutely have to.’ This ‘need only’ basis for purchasing rose from 43% in 2003; a surprising statistic considering the economy has improved.”

“Competition for consumer attention has never been fiercer and marketers are realizing they need to look at non-traditional marketing tactics to break through the clutter when planning a new product launch,” continued Schneider. “This year's number one product, GLAD® Press'n Seal™, used a multi-faceted launch approach.”

### **Schneider/Stagnito Most Memorable New Product Launch of 2004**

The Most Memorable New Product Launch in 2004, GLAD® Press'n Seal™, the “world's first sealing wrap” uses a new technology called “Grip Tex” (derived from the main ingredient in chewing gum) that adheres to the container and keeps food fresher longer. Most consumers polled remembered the launch of new GLAD® Press'n Seal™ because of its advertising and a series of strategic alliances and promotions. “National Clean Out Your Refrigerator Week” a partnership with Whirlpool Home Appliances in April 2004 in which Americans were surveyed to discover how they are managing food storage in refrigerators, highlighted the wrap's new technology and reinforced GLAD®'s positioning as “food freshness experts.” In December 2004, GLAD® and Gold Medal® Flour promoted a new Gold Medal® Cookie Exchange kit, giving free tips and recipes online for a neighborhood Cookie Exchange Party.

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**2004 Most Memorable New Product Launches/2**

“Results from the 2004 Schneider/Stagnito Communications Most Memorable New Product Launch Survey underscore it’s not how many marketing dollars are allocated but how effectively the marketing dollars are spent that captivate consumer attention,” said Joan Holleran, editor of *Stagnito’s New Products Magazine*. “Not only were consumers introduced to new products from brands they already know and respect, but the new products delivered substantial benefits,” Holleran continued.

### Top Ten Purchase Motivators

When asked what led to a new product purchase, 65% said that both in-store marketing, including coupons, flyers and sampling, and design or product innovation were most important. The Top 10 motivators to buy included: needed the item (63%); saw it in a TV ad (63%); recommended by family/friends (57%); received a coupon (53%); received a free sample (50%); read an article in a newspaper/magazine (39%); saw it in a magazine ad (38%) and read a product review (34%).

### Statistics from Schneider/Stagnito Most Memorable New Product Launch Surveys

Factoids	2002	2003	2004
Could Not Recall One New Product	33%	50%	56%
#1 Motivating Factor for Purchase	46% advertising	55% recommendation from family/friends	65% found the product intriguing/also in-store displays
Spent on Advertising*	\$233B	\$249B	\$268B
Number of Products Launched**	31,785	33,678	31,185

### Consumers Learned About New Products from a Mix of New Marketing Strategies

Factoids	2003	2004	Percentage (+ / -)
TV Ads	53%	70%	32%
Free Samples	46%	60%	30%
Store Ad Displays	48%	53%	10%
Recommended from Family & Friends	55%	53%	4%
In-Store Free Samples	44%	51%	16%
Newspapers Flyers / Coupons	45%	47%	4%
Coupon Mailers	35%	46%	31%
In-Store Flyers / Coupons	42%	45%	7%
Magazine Ads	32%	39%	22%
Articles in Magazines / Newspapers	31%	39%	26%

Consumers in the Schneider/Stagnito 2004 Most Memorable New Product Launch Survey said they receive most of their new product information from network TV (42%); cable TV (35%); magazines (31%); newspapers (30%); online (25%) and radio (15%).

### New Product Trends for 2004

The 2004 Schneider/Stagnito Communications Most Memorable New Product Launch Survey also asked consumers what trends influenced their purchases over the past year. Sixty-five percent said they were influenced by trends; (31%) said antibacterial household products influenced purchase;

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(22%) said healthy fast food; (20%) said portability; (19%) said low carb offerings; (19%) said products with Splenda; (15%) said bolder product scents; (13%) said products focused on portion control and (12%) said ethnic foods.

### **Survey Partners**

**Author Joan Schneider**, president of Schneider Associates, a Boston-based marketing communications firm, has written *New Product Launch: 10 Proven Strategies*, a book on how companies can improve the launch of new products and the re-launch of icon products. [www.launchpr.com](http://www.launchpr.com)

**Stagnito Communications, Inc.**, a Medical World Communications Company, is publisher of 15 trade magazines including *Stagnito's New Products Magazine*, *Confectioner* and *Meat and Deli Retailer*. [www.stagnito.com](http://www.stagnito.com)

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\*ADWEEK statistic    \*\*Productscan® Online statistic

*Additional charts and statistics available upon request.*

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