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Technology Tops 2007 List for Most Memorable New Products iPhone™ Finishes on Top; Oreo® and Healthy Products Dominate Top 10

BOSTON (December 4, 2007) — Products featuring new technologies dazzled mainstream consumers in 2007 with the [Apple iPhone™](#) topping the list of the Sixth Annual Most Memorable New Product Launch (MMNPL) Survey. Thirty seven percent of consumers named the iPhone the most memorable new product launch, while two other high-tech products — [Windows Vista®](#) at No. 2 and [Motorola Razr2™](#) at No. 9 — made the Top 10. Additionally, the [iPod®](#) video [nano](#) came in at No. 11.

The study, sponsored by [Schneider Associates](#), [BNP Media's New Products Magazine](#) and [IRI](#) and conducted by [comScore](#), surveyed more than 1,000 U.S. consumers about the most memorable new product launches of the year, current purchasing and behavioral trends.

[Nabisco](#) had a great year with its [Oreo](#) brand as [Domino's Oreo Dessert Pizza](#) finished at No. 4 and Oreo [Cakesters](#) came in at No. 6. Oreo has a long list of co-branding projects, with past partnerships with [T.G.I. Friday's](#) (Oreo Madness), [Burger King](#) (Oreo Sundae Shake) and most recently with [Baskin-Robbins](#) (Oreo Explosion). This year, strong marketing support of both products, including the popular "[Domino's Oreo Pizza Moustache](#)" ad campaign directed by the [Perlorian Brothers](#), gave Oreo two of the most memorable launches of the year.

"These Oreo branded products aren't mere line extensions. They are great examples of incorporating long-adored products into innovative new platforms," said Joan Holleran Driggs, editor of *New Products Magazine*. "As an ingredient in everything from ice cream to pizza, Oreo cookies have found a home in a broad array of product categories. Every marketer should embrace such strategic thinking."

An interesting trend arose from this year's list with three "health-on-the-go" products making the Top 10: [alli™](#) Weight Loss Capsules at No. 5, [Diet Coke Plus™](#) at No. 7 and [Subway Fresh Fit™ Meals](#) at No. 8. Subway continued building its brand with a stunning 90 percent of respondents saying that whether a product is "fresh" has at least some influence on their purchase decision. Seventy eight percent of consumers polled said they look for "whole grains" and 75 percent look for "no trans fat."

“Consumers are continuing their quest for healthy alternatives,” said Char Partelow, Senior Vice President of Consumer and Shopper Insights at IRI. “Even outside of the top 10, two of the products with the highest awareness among respondents were [Dannon Danactive Yogurt Drinks](#) and [Hostess 100 Calorie Cupcake and Brownies](#), reinforcing consumer’s unwavering focus on better-for-you products.”

Recall of new products remained low this year as 77 percent of respondents failed to name a single product in the Top 50 new products launched in 2007, including the iPhone. This is just a slight change from the five-year all-time high of 81 percent who couldn’t recall a product on the Top 50 list in 2006.

“It has become increasingly difficult to launch new products and services that really capture consumers’ attention,” said Joan Schneider, president of Schneider Associates, a Boston-based marketing communications firm, and author of “[New Product Launch: 10 Proven Strategies](#).” “Even with the stunning success of the iPhone, recall is still remarkably low.”

New Product Trends for 2007

The 2007 Schneider Associates, *New Products Magazine* and IRI Most Memorable New Product Launch Survey asked consumers which trends influenced their purchases most. Seventy four percent said they were more likely to purchase a product if it was “Made in the USA.” Additionally, 67 percent said their purchasing decisions were influenced by the country of origin, perhaps indicating a backlash from the recalls of toys manufactured in China due to concerns over lead paint poisoning.

While the iPhone dominated memorability, just 1 percent of Americans surveyed said it was a “must have” item for this holiday season. Nevertheless, high-tech products still commanded top spots on holiday wish lists. Thirty one percent of all respondents wanted some kind of technology or consumer electronics product, with 9 percent reporting they wanted a flat screen, HDTV/LCD or plasma TV and 6 percent saying they wanted a [Nintendo Wii™](#) (which was No. 2 on last year’s Most Memorable New Product Launch list).

Top 10 Most Memorable New Product Launches 2007

Based on the feedback of 1,024 consumers nationwide, here is the complete Top 10 list, with percentage of respondents who listed the product launch as one they most remember in 2007:

- 1.) [Apple iPhone™](#) (37 percent)
- 2.) [Microsoft Windows Vista®](#) (26 percent)
- 3.) [Febreze® Candles](#) (14 percent)
- 4.) [Domino’s Oreo® Dessert Pizza](#) (10 percent)
- 5.) [alli™ Weight Loss Capsules](#) (10 percent)
- 6.) [Oreo® Cakesters](#) (10 percent)
- 7.) [Diet Coke Plus™](#) (9 percent)
- 8.) [Subway Fresh Fit™ Meals](#) (8 percent)
- 9.) [Motorola Razr2™](#) (8 percent)
- 10.) [Listerine Whitening® Quick Dissolving Strips](#) (7 percent)

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The Annual Most Memorable New Product Launch Survey identifies which product launches are most memorable to consumers each year. Now in its sixth year, the survey was based on feedback from 1,024 respondents aged 18 or older and was conducted online in the United States during November 2007 by comScore. The complete survey results can be downloaded at schneiderpr.com/news.

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