THE 2014 MOST MEMORABLE NEW PRODUCT LAUNCH SURVEY

Research findings, insights and applications for integrated marketing, PR, product marketing, brand management and product development professionals.

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ALWAYS LAUNCHING NEW IDEAS

SENTIENT DECISION SCIENCE
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We encourage you to use the information in this report—please credit us.
Welcome to the 2014 Most Memorable New Product Launch Survey

Each year, the Most Memorable New Product Launch survey identifies the strategies and tactics brands use to influence consumers to try and buy new products in our increasingly connected world. The MMNPL survey, conducted by Schneider Associates and Sentient Decision Science, identifies trends, tracks national product launches, reveals how consumers respond to traditional and new media, and evaluates consumer purchasing behaviors. As younger consumers enter the market, making more purchasing decisions via their smart phones, tablets, phablets and other technology, how can marketers, brand experts and manufacturers create launch campaigns that captivate these consumers and leverage effective multi-channel integrated marketing approaches?

The iGeneration Has Arrived

The millennial generation paved the way for digital integration—the blend of online and offline media—that has transformed consumer marketing. As consumers become more digitally dependent, we need to prepare for a new generation of true digital natives, born between 1994 and 2004, which grew up with a smartphone in their hands. This group has been dubbed the “iGeneration” or “iGen” by Stefan Pollack, author of the book Disrupted and the Los Angeles Worldcom Public Relations Group partner of Schneider Associates. The iGeneration are connected consumers who access media—and buy new products—in a completely new and different way. In this year’s Most Memorable New Product Launch survey, we have polled iGens for the first time to further understand their media consumption habits as they relate to new products. If you are interested in learning more about iGens, visit the Schneider Associates website where you can find data from the “iGen Goes to School” study.

I urge marketers to learn more about this new generation and how they will impact the consumer marketing techniques we use to reach them. Clearly, the media mix and traditional tactics we relied on in the past—print media and advertising, network television and radio—are far less effective in reaching younger consumers—even millennials. We are very excited about the results of the 2014 MMNPL survey because of the insights they provide about which integrated marketing tactics to consider this coming year. Our take home point—marketers need to find new ways to reach consumers using six or more touch points, many of them digital, when launching new products. To be successful in reaching emerging generations, integrated marketing, social and digital media are required to fully engage and motivate your target audience.
Since our MMNPL survey began in 2002, we have been fascinated with the types of sources consumers use when learning about new products – and how they’ve changed drastically over the years. We’ve seen traditional media slowly decline and social media become more important. In 2009, only 10% of consumers learned about a new product through Facebook – the least popular source behind all other forms of media. In this year’s survey, Facebook (29%) climbed to the second spot behind the ever-prevalent television commercial (68%) as a source of information when learning about new products. As members of the iGeneration continue to funnel into the consumer market, we may see social media trump TV as the main source of influence in the years to come.

Another interesting point to consider is that iGens were least likely to use traditional forms of media including TV commercials, magazine advertisements and other earned media as sources of information when learning about new products. The good news—iGens are still watching television and movies – but they are watching them online. An astonishing 73% of iGens stream movies online and 62% stream TV shows. While older consumers may still be using traditional platforms to consume media and learn about new products, marketers must be alert to the continuously shifting landscape toward digital formats, and should adjust marketing strategies accordingly.

This year’s data reminds us that with younger generations on the rise, the social sphere is becoming even more saturated with messages from not only brands, but from consumers talking about brands. With more information sources available and more messages clogging the channels, it’s important for brands to keep target demographics and their media consumption patterns in mind.

We hope the 2014 Most Memorable New Product Launch survey will help you and your colleagues comprehend this evolving and complex marketing landscape. We encourage your feedback and hope you will post your thoughts about new product launches on our blog (schneiderpr.com/blog). Please feel free to contact me at launch@schneiderpr.com with any questions, comments or to ask for help launching your next new product.

Best,

Joan Schneider

CEO, Schneider Associates
Recent years in market research have seen a significant rise in the use of advanced consumer neuroscience techniques that can reveal the impact of emotion and non-conscious processing on consumer choice. These insights come to us from the behavioral science literature which has been amassing evidence for the profound impact of emotion and “irrational” factors on human decision making. In our research at Sentient Decision Science on new product launches, including novel concept testing and brand extension, we continually quantify the impact that emotion has on consumer preference. In fact, we have shown that our forecasting models that include data from consumer emotional responses to new products are up to twice as accurate in predicting the future in market sales of those products. The key is that forecasting accuracy isn’t simply the measurement of emotional response, but rather, it is the ability to measure and model what is uniquely human: the interaction of our emotions with our reasoning.

This year’s Most Memorable New Product Launch study continues to demonstrate the power of emotional response in the success of new product launches. This year, we measured emotional responses to new products both with and without exposing consumers to film advertisements. The results were striking! The importance of good creative execution on attributes that are consistent with the overall brand position in the marketplace turns out to be strongly related to new product adoption. Read more on the following pages on how evoking emotions among members of your product’s target market is critical for new product launch success.

- Aaron Reid, Ph.D., Chief Behavioral Scientist, Sentient Decision Science.
Methodology

• Conducted annually since 2002 to identify the most memorable product launches of the year among top 50 new product launches
• Measures new product awareness and purchasing patterns, identifies trends influencing consumer behavior, tracks sources of new product information and monitors media consumption habits
• Measures implicit emotional connections to new product launches and evaluates the connection between emotions and memory
• For the first time, measures media consumption patterns of the iGeneration, or those born between 1994 and 2004
• Serves as an early indicator of new market trends

What Makes a Most Memorable New Product Launch?

Product must satisfy the first two, plus several others of the following criteria:

• Launched between October 2013 and September 2014
• Has national distribution
• Employed an integrated marketing campaign
• Had substantial media budget
• Exhibited product innovation
• Experienced early sales
• Created word of mouth/buzz
• Addressed a need in the marketplace
• Created a new category
• Fit into a current trend
# 2014 Most Memorable New Product Launches

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While the smartphone market began to shift toward large-screen devices, or “phablets,” Apple resisted joining this trend. On September 9, 2014, consumers waited in anticipation – as they typically do – during Apple’s annual press conference in Cupertino, CA. Loyal users were ready to ditch their iPhone 5 and 5S for the new, updated iPhone 6. What consumers were not expecting was CEO Tim Cook to also reveal the company’s first foray into the phablet market with the iPhone 6 Plus, directly competing with popular large-screen smartphones such as the Samsung Galaxy.

Designed for consumers who are frequent users of the iPhone and iPad, the iPhone 6 Plus blends both products together with a larger 5.5-inch retina display and a new A8 processor, which Apple claims gives the phone longer battery life. Adhering to tradition, the iPhone 6 Plus also includes a sleek, slimmer version of its usual aluminum outer shell and is available in silver, gold and space gray.

Apple’s strong brand loyalty enabled the tech company to rely on its tried and true marketing strategies.

Apple relied solely on traditional marketing modes for this launch and hosted its usual press conference to launch this new product to the world. Hype for the launch event and
the September 19, 2014 release date was created through a series of print advertisements that took consumers through the evolution of the iPhone. Product photos were printed to actual size, giving consumers a real view into how much larger the new iPhones are in comparison to previous models.

Apple also released television commercials highlighting the different aspects of the iPhone 6 Plus, narrated by celebrities Jimmy Fallon and Justin Timberlake. While the commercials highlighted different features of the iPhone 6 Plus, the core message revolved around the phones being “huge,” and the largest phones Apple has ever produced.

Apple’s marketing campaign behind the iPhone 6 Plus was not unlike the company’s usual product launches. With similar “phablet” products from Samsung and LG already on the market, Apple’s strong brand loyalty enabled the tech company to rely on its tried and true marketing strategies – pithy print ads, minimalistic television commercials and a press conference. Even though the phone was geared toward people who prefer bigger screens, the iPhone 6 Plus has captured considerable market share from all kinds of smartphone users.
Microsoft had a new vision for the launch of the Xbox One: to create a gaming console that appealed to everyone – not just gamers. It was time for the company to break into other aspects of media, from video streaming to live television. With the console hitting stores on November 22, 2013, just one week after its competitor PlayStation 4 was released, Microsoft took the next-generation approach, stating the new product would be an “all-in-one” gaming and entertainment system for more than just the average gamer.

Source: http://b-i.forbesimg.com/patrickmoorhead/files/2013/12/xbox-one.jpg

The company held worldwide launch celebrations for consumers in over 10,000 retail locations across 13 countries.

Weeks before the launch, “Xbox Wire” writers took to the company blog to generate digital content to reach consumers. In a BuzzFeed-like blog post, the company listed 10 “non-gaming features” that would be available on the new console such as voice commands, the ability to watch live TV and multitasking between playing a game, watching TV or listening to music. To attract an even broader consumer base, Xbox One also brought along a few big names in entertainment to be used on the new console, including Netflix, Hulu Plus and HBO Go.
Relying on the “Xbox Wire” blog as the official source of communication with consumers, the company invited “racing aficionados, zombie slayers, sports fans, warriors and entertainment lovers” to an elaborate global premiere of the Xbox One. The company held worldwide launch celebrations for consumers in over 10,000 retail locations across 13 countries. Xbox lovers waited over eight years for a new gaming console, so they were excited to attend the launch events which began at 12:01 a.m. on November 22, 2013 and were streamed live on Spike TV, Xbox.com and Xbox Live.

Xbox also took the launch to the streets of Times Square in New York City for the ultimate midnight celebration – zombies, Roman soldiers and supercars came together to pick up their new consoles and bring Xbox One to life. The biggest launch tactic in NYC turned out to be a performance by rapper Macklemore in the Best Buy Theatre for 1,000 lucky fans. Other fans waiting in line to buy the new console were invited to enjoy special gameplay experiences, and the first 500 people to purchase an Xbox One or an Xbox One game were given an exclusive concert with the electronic music artist, deadmau5.

Given the competition and timing, Microsoft pulled out all the marketing stops to make the launch of the Xbox One memorable.
Playstation 4

LAUNCH DATE: NOVEMBER 15, 2013 • PARENT COMPANY: SONY

Sony also took eight years to produce its new gaming console. In a blog post, Sony told consumers it was “tremendously excited” to launch the new PlayStation 4 on November 15, 2014. To build strong word-of-mouth buzz surrounding the newest addition to the video gaming industry, retailers nationwide opened their doors when the clock struck midnight to a flood of anxious gamers.

To add exclusivity to the marketing campaign, Sony planned something extra special for the PS4 launch in San Francisco, where the company is headquartered. At a local Game Stop, a full launch event kicked off at midnight, including an array of activities and contests for gamers to celebrate the new console. In a blog post, the company encouraged attendees to come dressed as their favorite game characters. Details of the event, giveaways and contests were also distributed via the Twitter handle, @HeyPlayStation.

In just eight months, Sony sold 10 million units worldwide - while the PS3 had only sold half that number in the same time frame.
Traditional television was a key element in the launch event equation – Spike TV broadcasted the San Francisco celebration as a part of the larger, live “PS4 All Access: Greatness Awaits” launch event. On November 14, 2014 at 11 p.m., the show kicked off from New York City where developers, gamers and PlayStation enthusiasts came together to count down to the launch. At the all-access event, gamers were introduced to the console’s new features including the ability to learn about a gamer’s personal preferences, a “play as you download” option and a new PlayStation App. Coupling the traditional platform with digital, Sony presented a LiveCast via YouTube so viewers could stream the launch event from their computers and mobile devices.

The elaborate launch event, covered by both traditional and online media, strengthened brand loyalty among existing consumers and made the PlayStation 4 launch one to remember. In just eight months, Sony sold 10 million units worldwide – while the PlayStation sold only half that number in the same time frame. In a market where smartphones and tablets are rumored to be diminishing the gaming console market, this successful launch says otherwise.
Amazon Fire Phone

LAUNCH DATE: JUNE 18, 2014  •  PARENT COMPANY: AMAZON
WEBSITE: http://www.amazon.com/Fire_Phone_13MP-Camera_32GB/dp/B00EOE0WKQ

In a commitment to sell everything from A to Z, Amazon has set foot into almost every market imaginable – e-readers, instant video streaming, digital music and cloud storage – but there was one major industry the online retailer had yet to explore. On June 18, 2014, CEO Jeff Bezos announced at the company’s Seattle headquarters during a very “Apple style” press conference that Amazon would partner with AT&T to release its first-ever smartphone: the Amazon Fire Phone.

With a market so inundated with smart devices, consumers and online media questioned what Amazon would and could do to differentiate its phone from the rest of the competition. Before the official launch, rumors sparked that the Fire Phone would have a 3D display – and since the 3D TV market has seen products from LG to Samsung, this feature did not seem farfetched.

To rally tech lovers around the e-commerce site’s breakthrough into the smartphone realm, the online media and tech site, CNET, live streamed the press conference where consumers were introduced to the Fire Phone and its unique capabilities, including Dynamic Perspective and Firefly. Using internal sensors, the screen gives users a 3D interface while the exclusive Android Fire operating system creates a content ecosystem with access to all of Amazon’s current service offerings, such as Amazon Instant Video.
While this product did not meet sales expectations, it allowed Amazon to take a page from the Apple launch playbook...

Amazon turned to television advertising to drive awareness around the Fire Phone with witty commercials depicting two overly mature children using the device. To capture a younger audience, Amazon teamed up with the pop group MKTO to create another spot that promoted its unlimited cloud-storage feature, ideal for avid “selfie” snappers.

Fast forward from June 2014, and reports indicate the Fire Phone’s features did not have the fire required to ignite a spark among consumers – the product was called a flop by the media, and four months into the launch Amazon still had $83 million worth of unsold units in its inventory.

While this product did not meet sales expectations, it allowed Amazon to take a page from the Apple launch playbook and integrate both online and traditional media to make this one of the most memorable product launches of 2014.
This year marked a milestone for Taco Bell. The fast-food chain told America to “Wake up, Live Más” with the announcement of its new breakfast menu – the company’s first venture into the breakfast food market. On March 27, 2014, the restaurant chain launched what has become one of its signature breakfast menu items, the Waffle Taco.

Putting a morning-time spin on the classic taco, the Waffle Taco features a waffle instead of a tortilla and syrup as a salsa substitute, and comes with egg and cheese and sausage or bacon.

Taco Bell is competing with fast food giant McDonald’s, which owns more than a 20% share of the breakfast food market.
Taco Bell introduced the Waffle Taco through television commercials declaring its breakfast as a one-stop shop for all of your favorite morning foods. Taco Bell even took a jab at McDonald’s, the pioneer of on-the-go breakfast, using a handful of real customers named “Ronald McDonald” who proclaimed their love for Taco Bell. On the social media front, breakfast lovers turned to Twitter with rave reviews of the new menu, using the hashtag #WakeUpLiveMás.

Source: http://blogs.miaminewtimes.com/shortorder/tacobell_signage.jpg

Although late to the breakfast game, Taco Bell is competing with fast food giant McDonald’s which owns more than a 20% share of the breakfast fast food market. The Waffle Taco was a great springboard for Taco Bell to introduce its breakfast menu and establish the brand as the place to get a tasty breakfast with a Mexican flare.
Flatizza at Subway (tie)

LAUNCH DATE: MARCH 7, 2014 • PARENT COMPANY: SUBWAY
WEBSITE: https://www.subway.com/Menu/Product.aspx?CC=USA&LC=ENG&ProductId=286&MenuId=57&MenuTypeId=1

Subway introduced consumers to a new take on pizza, offering round personal pies called Flatizzas at many of its 26,600 stores in the U.S. Launched in March of 2014, these part flatbread, part pizza “eatovations” feature a freshly baked flatbread crust with zesty marinara sauce, melted mozzarella cheese and an array of various toppings.

Kicking off the launch with a traditional advertising campaign, Subway featured athletes such as Carl Edwards, Nastia Liukin and Carl Westbrook in a television spot to promote this new, original product. Along with the traditional platform, Subway incorporated a 360-degree integrated marketing approach by taking the launch to the SXSW (South by Southwest) 2014 in Austin, TX. A popular trend among consumer brands in the past, Subway used SXSW 2014 as an opportunity to launch the product through an interactive experience at a Flatizza booth – the company provided fans with EEG-reading headsets and asked them to “Think Flatizza.” Subway rewarded those who concentrated the hardest with prizes, and handed out free Flatizzas during the conference snack hour – the campaign was a hit among crowds.
According to Subway CMO Tony Pace, “at the end of the day, a significant portion of marketing is about differentiation,” and the Flatizza achieved just that.

Aside from the product itself, the name “Flatizza” garnered a great deal of media attention throughout the launch. Chosen to evoke the romantic lilt of the Italian language, Flatizza stays in the mind of consumers long after the initial point of introduction. According to Subway CMO Tony Pace, “at the end of the day, a significant portion of marketing is about differentiation,” and the Flatizza achieved just that.

In the spring of 2014, Gillette created the newest innovation in shaving with the announcement of its cutting-edge product: the Fusion ProGlide Power Razor with FlexBall Technology. Posing the grooming tool as a gadget, the razor features five thinner blades, with the handle of the razor being positioned as the real star of the show. “Flexball Technology” allows the handle to move, adjust and pivot to the unique contours of each individual face – providing the closest shave imaginable in just a few strokes.

Gillette pulled out all the stops for the big reveal at the New York Highline Ballroom at an event billed as highlighting the history of Gillette’s innovation over the last 110 years. Instead, guests were pleasantly surprised and treated to a sneak preview of the research and development behind Flexball Technology. Featuring actor Omar Epps, the event also provided guests with a live, in-person demonstration of how the technology works.

Understanding that innovation cannot stand still, Gillette hit the road in May 2014 to promote its newest razor during the “Shaving Rebuilt” tour. The six-city tour paid visits to lucky local barbershops where select patrons would get the opportunity to test out the Fusion ProGlide Razor before it hit shelves on June 9 – the last day of the tour.

Gillette took to Twitter and Facebook with their #ShaveFace campaign to continue its trend of interacting directly with consumers. The company posted partial images of famous faces, asking followers to guess to whom the clean shave belonged.
The company also teamed up with influential “mommy” and “daddy” bloggers who asked their fans to post photos of their clean shave with the hashtag #ShavingRebuilt for a chance to win a free Fusion ProGlide – just in time for Father’s Day.

Gillette also released a series of television commercials featuring the ability to achieve a one-stroke shave, demonstrating that the Flexball Technology provides the ultimate clean shave. The initial spot featured a man shaving his entire face in one maneuvered shave, ending with a challenge to consumers to replicate this one-stroke shave action. More recently, Gillette updated its campaign surrounding the Fusion ProGlide Razor, telling men everywhere that the Fusion ProGlide Power Razor is not just your newest razor, it’s your first “real” razor.

This launch is unique because Gillette honed in on its existing loyal brand following to assist in marketing the product through testimonials via social media, combined with traditional commercials to illustrate the innovative technology. Positioning the razor as a piece of technology to target tech savvy males was just the ticket to bring wide spread adoption for Gillette’s Flexball Technology.
The second item from Taco Bell’s new breakfast menu to make our 2014 MMNPL list, the A.M. Crunchwrap, proves the Mexican-inspired fast-food chain got this menu launch right. Another morning-time twist on a celebrated classic menu offering, the A.M. Crunchwrap features scrambled eggs, a hash brown, bacon and cheese wrapped in a flour tortilla and served with salsa – a hearty breakfast that aims to sway breakfast lovers away from McDonald’s.

After years of testing, the A.M. Crunchwrap is the “all-in-one” breakfast meal and an ideal option for those who want to eat on-the-go while bringing a little “más” to morning time. To launch this new product, Taco Bell grouped the A.M. Crunchwrap with the other breakfast menu items into one massive breakfast takeover, coining the overarching slogan, “Wake up, Live Más.”

...relying heavily on word-of-mouth, the A.M. Crunchwrap received an overall stamp of approval from consumers.
The A.M. Crunchwrap received an overall stamp of approval from consumers by incorporating classic TV spots that poke fun at fast-food breakfast giant McDonald’s, creating a social media campaign surrounding the hashtag #WakeUpLiveMás, and relying heavily on word-of-mouth. Although the high-calorie count has turned some away – especially with millennials who, according to our survey trends, are typically health-conscious – Twitter users have given this item praise for being the top choice on the menu. With not one, but two products on the MMNPL list this year, Taco Bell’s launch was nothing short of más.
With strong consumer demand for the newest technology in television sets, Samsung was committed to driving innovation and accelerating the adoption of its newest variety of ultra-high definition (UHD) and curved TV sets in 2014. In June, the technology leader launched three different series – all priced to appeal to a different demographic. The new HU8550 UHD set which measures a whopping 85 inches and sells for $10,000, as well as a more affordable HU6950 UHD series and curved HU7250 series, each around the $1,000 price point.

To promote the ultra-high definition trend, Samsung gave consumers the chance to upscale everything they watch to 4K (resolution) UHD with the new sets, and provided a content discovery feature with the Samsung Smart Hub. The 85-inch TV would be the company’s largest model in the HU8550 lineup, and the less expensive HU6950 series was its way of offering an affordable entry into 4K TV. Finally, coming off of the popular curved TV frenzy of 2013, Samsung gave more consumers the chance to own a curved design with the affordable HU7250 series.
To launch the new TV sets, Samsung timed the announcement perfectly with the kick-off of CE Week, the consumer electronic industry’s annual meeting where new, exciting products are announced, in New York. Positioning the launch as “the broadest selection of UHD TVs on the market,” Samsung gave CE Week attendees a sneak peek at the latest 4K and curved technology, which strongly resonated with the online tech media sphere.

An important part of successfully launching new electronics is engaging online outlets such as Mashable and DigitalTrends.com to announce and provide commentary. Tech bloggers also included the sets in “top TV” lists on their websites.

Samsung was committed to driving innovation and accelerating the adoption of its newest variety of UHD and curved TV sets in 2014.

Relying on word-of-mouth marketing from trusted tech sources and strategically planning the launch in conjunction with an annual industry meeting made Samsung’s new UHD TVs and curved sets successful launches throughout the second half of 2014.
General Mills is no stranger when it comes to creating innovative variations of classic products. In May 2014, the company tapped into the popular consumer-driven “protein trend” with the release of Cheerios Protein Cereal. Packed with seven grams of protein per serving, this wholesome cereal is for families and health aficionados alike looking to energize their morning routine. The cereal incorporates traditional cheerios along with granola clusters, available in two flavors: Oats & Honey and Cinnamon Almond.

For the launch, General Mills did not stray far from its marketing roots, using traditional television commercials highlighting the brand’s sponsorship with NASCAR. The spots positioned the protein cereal as a new type of “fuel” – both on and off the racetrack. General Mills also partnered with Wal-Mart to showcase the brand’s tradition of bringing families together around the kitchen table, and that everyone “wins” with Cheerios.

“I think the protein trend is real. I think it started with [the Atkinds diet] back in the day, leveled off and now is gaining steam again,” General Mills President Jim Murphy told the Wall Street Journal.
According to a news release posted to General Mills’ website about the new product unveiling, more than 50 percent of consumers are currently looking to add more protein to their diet, making high-protein foods some of the most popular items in U.S. grocery stores. “I think the protein trend is real. I think it started with [the Atkins diet] back in the day, leveled off and now is gaining steam again,” General Mills President Jim Murphy told the Wall Street Journal.

General Mills used traditional, family-oriented TV marketing to appeal to its loyal audience while capitalizing on the growing interest in protein by younger, more health-conscious generations.
Colgate Optic White Toothbrush + Whitening Pen

LAUNCH DATE: FEBRUARY 24, 2014  •  PARENT COMPANY: COLGATE-PALMOLIVE

In a fast-paced age where on-the-go products are the norm, Colgate-Palmolive introduced a more convenient, affordable way to achieve effective whitening results with the launch of the Colgate Optic White Toothbrush + Whitening Pen. This innovation in oral care acts as both a toothbrush and built-in whitening pen with teeth brightening gel inside.

For the launch, Colgate coined the punchy slogan, “brush, whiten, and go” to reflect the product’s simplicity. Taking a digital approach through online reviews, Colgate generated buzz surrounding this new advancement. Credible reviews from online beauty outlets such as SELF.com called the whitening pen “all kinds of genius,” InStyle.com included it as one of eight ways to a whiter smile, and Examiner.com praised the product for its unique design without a single criticism.

The launch also found its way onto social media. Video reviews flooded YouTube, where consumers filmed themselves sharing their thoughts about the new whitening product. Colgate also made use of popular beauty, lifestyle and wedding blogs with sponsored posts. For instance, the brand partnered with the wedding blog Ruffle just in time for bridal season, positioning the product as an effective way to brighten a bride’s pearly whites for the big day.

Credible reviews from online beauty outlets such as SELF.com called the whitening pen “all kinds of genius...”
Through this partnership, the blog hosted a Twitter party alongside the brand’s handle, @OpticWhite, to talk about “white weddings and your #brilliantsmile.” Participants had the chance to win their own Optic White regimen to help them achieve a bright smile for wedding season.

Taking an online, social approach instead of relying on traditional marketing for a beauty product used by younger females was a smart launch tactic for Colgate. Overall, the product received plenty of positive feedback.

10  **Swiffer Sweep & Trap**

**LAUNCH DATE:** FEBRUARY 20, 2014  •  **PARENT COMPANY:** P&G  

To help consumers clean up messes big and small in a single swipe, P&G introduced the Swiffer Sweep & Trap, featuring soft rotating blades designed to scoop up large particles, such as crumbs, into an easily removable dirt bin for speedy disposal. As for the fine dirt and small particles, the Swiffer Sweeper dry cloth traps and locks them away at the same time.

Throughout the product launch, Swiffer kept its largest target audience of consumers in mind - moms. The brand enlisted acclaimed singer, songwriter, author and mom, Jewel, to release her own take on the popular family “Clean-Up Song” to celebrate the new launch. “When it comes time to clean up,
I look for tools like the Sweep & Trap that make it efficient and easy, leaving me with more time and energy to play with my son,” Jewel said in a company press release.

Jewel joined Swiffer at a NYC-based “Make Meaning” launch party where she premiered the song with a live performance for families and mommy bloggers from the Upper East Side. The event involved the children making messy crafts and eating Swiffer-themed treats. The kids were provided with Swiffer aprons and were encouraged to make a mess with craft materials such as glitter and cookie decorations while parents cheered them on. Mommy bloggers took photos and documented their experiences with the Swiffer Sweep & Trap on their blogs. After the event, Jewel and Swiffer used the Sweep & Trap to clean up the popcorn, cereal, crumbs and particles left over by the creative crowds of participating kids.

Bringing the launch full circle with integrated marketing tactics, Swiffer offered a free download of the acoustic version of the “Clean-Up Song” on the brand’s Facebook page. This launch embodies an integrated approach – with a celebrity spokesperson, a crafty launch event and social media engagement, Swiffer swept away the competition and showed how the new product worked.
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Younger Generations are Far More Likely to Remember New Products

Since 2002 when we first introduced the Most Memorable New Product Launch survey, the number of consumers who are unable to remember any new product launch has risen year over year, spiking in presidential election years. This trend illustrates how the ever-expanding number of products available and our changing media consumption habits have made it difficult for brands to make a lasting impression.

The results from our 2014 survey show the number of consumers who cannot recall a single new product has not changed from 2013, holding still at 45 percent, which means consumers are just as hard to reach as they were last year – though statistics on generational differences are worth noting.

Age is a significant determinant of new product recall – the younger a consumer is, the more likely they are able to recall new product launches. Here is how we broke down the generations in our survey:

- **iGen** – born between 1994 and 1996 (we only survey consumers 18+)
- **Millennials** – born between 1980 and 1995
- **Gen X** – born between 1965 and 1979
- **Baby Boomers**– born between 1950 and 1964
- **Seniors** – born in or before 1949

56% of the members of the iGeneration were able to recall at least one new product launched in the past year.
When it comes to remembering new products, iGens lead the pack with 56 percent recalling at least one new product launched within the last year. Millennials and Gen Xers have a recall rate of 47 percent; higher than the average rate of 45 percent. Boomers and seniors have below-average new product recall rates – 42 percent and 40 percent respectively.

This means brands looking to market to those over 50 have to work harder to reach them. In addition to decreased awareness of new products, older consumers may also be reluctant to try new products. Yet, older consumers we surveyed report having specific media consumption habits, making them relatively easy to target with paid or earned media. The type of online content they favor most is news and weather; nearly half of all Boomers (45%) and 58 percent of all seniors report they read the news online. In fact, seniors are more likely to read the news online than any other generation.
Targeting Boomers and seniors can also be done by device. Boomers and seniors use desktop computers at much higher rates than other generations. Sixty-two percent of Boomers and a whopping 77 percent of seniors report using a desktop computer to research new products online. Only 51 percent and 52 percent of Millennials and Gen-Xers use desktop computers, respectively. Seniors and Boomers also trail other generations by a significant amount in their use of laptops, smartphones and tablets when researching new products. In fact, seniors and Boomers are the only generations where less than half of those surveyed report using their smartphones to learn about new products, and their usage of tablets is similarly low. In short, do not bother using mobile advertising to target those over 50.

Our research indicates that the reason younger consumers are more likely to remember new products is their higher rates of media consumption, which we will discuss in Insights #2 and #6.
2014 MMNPL Survey Insights

Want to Make a Big Impression? Use Multiple Channels

Consumers who use six or more sources of information when researching products are most likely to remember new products. According to the 2014 MMNPL survey, 62 percent of those consumers could recall a new product launched in the past year. Consistently, the more sources of information used, the higher the recall rates. Of those who use four or five sources of information, fifty percent could recall a new product. Those who use two or three sources also fare well with 43 percent successfully recalling a new product launched this year. Only 23 percent of consumers who use one information source could remember any new product launches. The take home point – brands that want to gain consumer attention need to reach consumers through multiple channels, multiple times, to create lasting impressions.

The products that top our annual MMNPL list each year share one common practice – a strong, consistent, integrated campaign. Brands that use a mix of paid, earned and owned media to launch and deliver messages about new products successfully reach and sustain consumer attention over time. We see this most clearly with prominent brands like Taco Bell and Apple. Their new product messaging is consistently branded across all channels, meaning that whether you watch an ad on TV, online, in print, or see an in-store display, billboard on a building or transit card, the visuals and messaging are the same and instantly recognizable. Being exposed to the same message and visuals so many times in so many places helps to create a strong memory for consumers.

The use of more information sources correlating to higher recall rates also shows us why younger generations are better at remembering new products. Our survey shows the younger a consumer is, the more information sources they are likely to use when learning about new products. iGens on average use 5.8 sources of information when learning about new products. Millennials use 5.5 sources of information on average. Gen-Xers use 4.9

62% of consumers who used six or more sources of information when researching products could recall a new product launched in the past year.
sources on average and Boomers and seniors use 3.7 and 3.3 sources, respectively.

As discussed in the previous section, younger generations are using smartphones, tablets and social media at a much higher rate than older generations. We see in our data that iGens, Millennials and Gen X use traditional media sources such as TV commercials and print media at lower rates than older generations, but use social media, search engines, online video ads, banner ads and even game and app ads at higher rates than older generations.

If brands want to create awareness in younger generations, they need to activate a diverse and increasingly digital media approach to reach them. Alternatively, if brands are looking to make an impression with older consumers, the most effective way to reach them is two-fold – using traditional channels (television, radio and print) and media relations to secure the kind of placements that will reach those over 35.
Generational Differences in Sources of Information

- iGen
- Millennials
- Boomers
- Gen X
- 67+

Any Social Media
- 79%
- 66%
- 52%
- 19%
- 16%

Facebook
- 46%
- 45%
- 38%
- 12%
- 15%

TV Commercials
- 44%
- 53%
- 68%
- 67%

Search Engine
- 30%
- 22%
- 21%
- 11%
- 9%

Online Video
- 22%
- 20%
- 21%
- 10%
- 6%

Magazine Advertisements
- 13%
- 14%
- 20%
- 19%
- 27%

Newspaper/Magazine Articles
- 14%
- 14%
- 11%
- 22%
- 25%

Online Banner Ads
- 19%
- 16%
- 17%
- 7%
- 6%
3 Facebook is a Major Source for New Product Information

When it comes to learning about new products, television commercials always lead the pack in our MMNPL survey. Consumers are most likely to learn about a new product while watching TV, but as we spend more time online, other sources are becoming new discovery spaces.

Facebook out-paced in-store displays to become the second-most-likely source of new product information used by consumers in 2014. 29 percent of consumers report that they learn about new products on Facebook — which is the only source of new product information to increase this past year (Facebook increased from 24% to 29% this year.) Holding strong in second place year over year is in-store displays, which are the second most-reported source of new product information for consumers (26%). Featuring new products prominently in-store is still a very important way to catch consumer attention, as we will discuss in Insight #5.

Since its humble beginnings as a connector for college students, Facebook is now the premiere social network, reaching over 1.23 billion monthly users. With consumers spending so much time on Facebook, either on the web or through mobile apps, brands have an unparalleled ability to connect with their key consumers in memorable ways. Facebook’s increasing focus on advertising through sponsored stories and boosted posts means brands can no longer rely on organic or “viral” content to generate attention on the network, and alternately, users are seeing more paid content from brands. Consequently, this surely has influence on the number of new products consumers are exposed to while using Facebook. In addition to friends posting about products they like, sharing posts from brands and following brand pages, users are fed posts based on their likes, interests and demographics. As Facebook improves and
refines its advertising platform, we expect to see even more consumers report learning about new products on the network. At this point, the only reason brands’ advertising on Facebook will taper is if the network’s number of users decline due to advertising fatigue.

iGen and Millennials are the generations most likely to learn about a new product on Facebook. 46 percent of iGens and 45 percent of Millennials learn about new products on Facebook. Gen X-ers are also heavily using Facebook, with 38 percent reporting learning about new products on the network. Boomers and seniors are less likely to be reached with Facebook posts, paid or not, with only 12 and 15 percent reporting seeing new products there.

Of the 29 percent of consumers who learn about new products on Facebook, only 42 percent of them feel Facebook influences their decision to purchase a new product. This means Facebook is slightly less influential to consumer purchasing decisions than newspaper and magazine articles (43%), TV commercials (46%) and email (46%). It will be interesting to see if Facebook can become as successful in gaining purchasing influence as it has been in gaining popularity.

Top New Product Information Sources

- TV commercials
- In-store displays/signage
- Magazine advertisements
- Recommended by family/friends
- Facebook
- Product mentioned in TV news story
- Search Engine
- Email

29%
Video vs. Traditional Media: YouTube Reaches Men and Young Consumers

Younger generations and men are increasingly turning to YouTube to see online media and video bloggers review new products. 49 percent of iGens and 34 percent of Millennials use YouTube to learn about new products, and 24 percent of all men surveyed reported the same.

For marketers looking to reach consumers under 35 or target men with product messaging, take note of the YouTube phenomenon of unboxing and haul videos.

In these videos, a person opens a brand new product and provides an overview about the product and its specifications and features as well as a review of their personal experience using the product. Unboxing videos sometimes include comparisons to similar products, especially when reviewing technology. Haul videos, on the other hand, feature a video blogger who sits in front of his or her camera and shows off the litany of new products they have just purchased. They remove each product from their shopping bag, describe it and give a brief review. While unboxing videos are most popular for technology products and tools, haul videos usually feature more personal items, such as cosmetics and clothing.

Many of these video bloggers do reviews in exchange for payment or free product. Some bloggers actually work for online media outlets, which enables public relations professionals to pitch a brand’s new products for review. Others run their own personal blog or sites, and may request payment or some kind

49% of iGens and 34% of Millennials use YouTube to learn about new products.
of sponsorship in exchange for including a brand’s new products in their video. This kind of sponsorship is usually disclosed somewhere in the video, or in a caption on the video.

Online video reviews are powerful because consumers trust the opinions of online reviewers. This is because they have either followed the reviewer for some time and agree with his or her recommendations, or because the reviewer or their online media outlet is highly reputable. This is why when we look at video’s influence as a source of information about new products, we see that 53 percent of those who used YouTube state it influences their purchasing decision. 58 percent of those who use video blogs or blogs state that it influences their purchasing decision, and similar numbers are reported for Vine (57%), Instagram (55%), Hulu (49%) and Vimeo (46%).

As more and more consumers buy products online, video reviews play an important role in allowing people to see a product “in action” and have the showroom experience re-created online. Video consumption and creation is on the rise. Mark Zuckerberg was recently quoted as saying “In five years, most of [Facebook] will be video.” We expect to see online video grow in use and influence as a source of new product information, as it gives consumers the next-best experience to handling a product in-store.
The MMNPL survey is consistent in reporting recommendations from family and friends as one of the most influential sources of new product information for consumers, but it can be difficult for brands to track word-of-mouth purchases. While we at Schneider Associates always recommend exceptional customer service and strategic traditional and social media placements to generate word of mouth, brands looking for more controllable factors have several options available.

Free samples and couponing are still very influential in motivating consumers to try and buy new products. Fewer consumers use free samples or coupons to find out about new products (12%, down 3% from last year), but those who do are highly influenced by them (75%).

Eighty-three percent of those who try a free product sample say the sample influences their decision to buy the product. While few consumers report using free samples, just 12 percent, it is clear that it is worthwhile to offer consumers the opportunity to try before they buy.

Offering a lower price does not always create an effective incentive for consumers who value coupons to purchase a newly launched product. Coupons are even slightly more influential than recommendations from family and friends (75% vs. 74%) which means a good deal on a new product can be just as important—or even more important—than a glowing review from someone you know. As we discussed in our 2013 MMNPL eBook, using “big data” to more accurately target key consumers allows brands to focus on sampling.
and couponing. Brands who leverage these insights and tactics can deliver coupons and free sample offers that resonate with their target consumers. Whether this means looking at website analytics to find consumers who frequently visit product pages but do not convert, or leveraging retail partner loyalty card data to find customers who buy similar or related products, brands can now deliver targeted offers that resonate with specific consumers more than ever.

It is interesting to note that while a small number of consumers report reading newspaper or magazine product reviews (11%), more than half say these types of media influence their decision to purchase a new product (58%). Our research indicates those most likely to read magazine and newspaper reviews are consumers over 35. Nearly half of Boomers and seniors consult traditional media to learn about new products, 41 percent and 46 percent respectively. Gen X is not far behind, with 36 percent consulting traditional media sources to find out about new products.

Brands offering products or services for those over 35 still need to rely on public relations to secure media placements that reach their core audience – media relations professionals may be the key to generating the type of media coverage a new product launch needs to reach older consumers.
The Majority of Consumers are Online While Watching TV

Media consumption matters – in 2014, 62 percent of consumers report they are online while watching TV “very often” or “extremely often,” up from 44 percent a few years ago in 2010. This increase shows consumers are extremely distracted. Being online while watching TV or movies means the viewer is not giving his or her full attention to any screen. Yet, this distraction does not seem to negatively affect product recall for all generations.

We see younger generations, who are the most distracted, are the most likely to recall new product launches. In fact, 75 percent of iGens, 70 percent of Millennials and 67 percent of Gen Xers report being online while watching television, with many reporting they search online for something they just saw on TV. Millennials do this the most, with 42 percent searching for something just viewed on TV. Men are more likely to search for something they saw on TV, 26 percent versus women at 19 percent.

This shows while younger generations are consuming more media, they are also consuming more than one type of media at a time. Their ability to multitask allows them to process massive amounts of information from different screens simultaneously. By searching online for products they have just seen on TV, the data suggests that rather than being a distraction, surfing online can enhance and complement their TV viewing experience. Whether looking for information about shows and actors, looking up products or brands seen in commercials or reading social media reactions about what is viewed,
mobile devices are acting as second screens and adding another dimension to the television viewing experience.

Creating responsive integrated marketing campaigns is essential for brands trying to reach consumers on their smartphones. If someone searches online or via social media after seeing a commercial, TV show or product placement, brands must have landing pages, apps, microsites and other seamless and engaging content ready to deliver to consumers. Strong, consistent branding and messaging across all channels will draw consumers in, and create a memorable, immersive experience that drives them buy new products from wherever they are sitting.

Another trend that is constantly changing is the way consumers are watching TV and movies. Just as consumers move from one screen to another, brands need to alter their advertising and media strategies to capture consumers where they are spending their time. More than half of everyone under 50 surveyed watched TV or movies online. Netflix, Hulu and other streaming services have changed the game, and traditional channels like HBO, AMC and others have launched their own streaming apps as younger generations continue to abandon cable in droves. This means buying airtime, while currently still effective, may not be the best way to reach younger and cost-conscious consumers in the future.
While Netflix does not run commercials, many other streaming services do. YouTube, Hulu and Pandora now offer analytics and detailed insights that allow brands to more accurately target their ads to the right consumer. Since these same consumers are browsing online while watching Netflix, brands no longer have to rely on broadcast commercials; they can buy keyword targeted advertising, paid social ads that target Facebook users based on their interest in specific TV shows, and also paid advertising on sites that feature information about popular movies and TV shows.

Knowing higher media consumption correlates with better new product awareness, and that there are increasing options to market to these product-aware consumers, means the future of media looks great for savvy brands and media channels.
A surprising data point that emerges from the 2014 MMNPL comes from asking consumers which product features influence their decision to buy a product. Typically, we look for overall trends like brand loyalty and what cost-conscious consumers consider when buying a new product. This year reveals a substantial generational divide when it comes to what motivates consumers to purchase food products.

Millennials and Gen X are more health-conscious than any other generation. Roughly half of Millennials and Gen-Xers surveyed report looking for products that are whole grain, do not contain high fructose corn syrup or are a good source of fiber. The only generation that mirrors these areas of concern is seniors over 67.

Roughly half of Millennials and Gen-Xers surveyed report looking for products that are whole grain, do not contain high fructose corn syrup or are a good source of fiber.
This means Millennials and Gen X are just as worried about their health as those who are aging, and worry about how eating can cause or affect major health problems.

This behavior shows why brands like Chipotle (mostly healthy fast food) are on the rise while brands like McDonalds (mostly unhealthy fast food) continue to underperform. Chipotle promotes the fresh and beneficial aspects of their food. Millennials and Gen X want to take care of themselves. They are aware of the obesity epidemic. They are aware of the risk of developing diabetes or other health problems as a result of a poor diet and lack of exercise.

Taco Bell has taken another approach by offering Millennials the chance to “Live Mas” and occasionally spoil themselves with their food. McDonalds’ new transparency campaign shows videos about how their food is made and where it comes from – the brand’s most promising move yet to attract 20 to 35-year-olds.

We have also seen a surge in brands offering gluten-free products, as many Millennials and Gen-Xers now avoid gluten similarly to how consumers avoided carbohydrates and embraced protein-heavy diets in the early to late 2000s. Big diet changes like going gluten-free, dairy-free or meat-free are often more lasting than weight loss diets. They tend to signal lifestyle changes rather than a temporary fascination, and since Millennials and Gen-X are so concerned with the composition of their food on many other levels (high fructose corn syrup, trans fats, sodium), it is unlikely that gluten will enjoy any kind of resurgence unless some sort of health benefit is discovered and promoted.
Generational Differences in Product Attributes that Affect Purchasing Decisions

- iGen
- Millennials
- Boomers
- Gen X
- 67+

Product is a trusted brand name
- iGen: 55%
- Millennials: 61%
- Boomers: 64%
- Gen X: 66%
- 67+: 61%

Product is made in the USA
- iGen: 31%
- Millennials: 59%
- Boomers: 62%
- Gen X: 67%
- 67+: 62%

Food or beverage product contains natural ingredients
- iGen: 45%
- Millennials: 50%
- Boomers: 47%
- Gen X: 49%
- 67+: 50%

Product is made locally
- iGen: 35%
- Millennials: 50%
- Boomers: 51%
- Gen X: 55%
- 67+: 55%

Food or beverage product contains whole grains
- iGen: 37%
- Millennials: 56%
- Boomers: 62%
- Gen X: 67%
- 67+: 61%

Food or beverage product does not contain high fructose corn syrup
- iGen: 33%
- Millennials: 42%
- Boomers: 40%
- Gen X: 43%
- 67+: 40%

Food or beverage product does not contain trans fats
- iGen: 33%
- Millennials: 47%
- Boomers: 43%
- Gen X: 52%
- 67+: 52%

Food or beverage product is a good source of fiber
- iGen: 47%
- Millennials: 52%
- Boomers: 42%
- Gen X: 41%
- 67+: 36%

Food or beverage product has functional benefits
- iGen: 47%
- Millennials: 42%
- Boomers: 37%
- Gen X: 40%
- 67+: 36%

Country of origin
- iGen: 55%
- Millennials: 52%
- Boomers: 47%
- Gen X: 50%
- 67+: 42%
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<th>INSIGHT</th>
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<td>10 INFLUENCE OF TECHNOLOGY</td>
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Conversion is Contingent on Understanding Consumer Values and Delivering an Emotional Experience

A new product’s conversion rate can be defined by the percentage of consumers who purchased the new product among those aware of the new product. Conversion rates on high ticket items are obviously lower than conversion rates on inexpensive household goods. Nonetheless, it is informative to look at conversion rates within categories of products to reveal insights on the relative winning of the new product launch. Also, while overall awareness is still a very important measure of new product launch success, it is still heavily influenced by the spend and distribution decisions in support of the launch. Conversion, among those aware, is less dependent on the magnitude of spend, and more dependent on how well your new product launch is executed among those you are able to reach.

The quality of your product launch execution depends on how well you know your target audience’s values. The quality of the execution depends on how well you know your target audience’s values, and how well your new product, and the branding of that product, resonate within what the target consumer already values. This point is critical for managers bringing new products to market: rarely, if ever, are we creating new consumer values. Rather, we are creating new products that help consumers satisfy unmet needs based on fundamental values that they already have (e.g. need for social connection, need for excitement and need for new experiences).

One example from this year’s MMNPL serves as a great case study of a brand launching a new product based on a deep understanding of the values of the target audience. Doritos Loaded, which made our Top 50 list, by Frito Lay, was launched exclusively at 7-Eleven stores and was targeted at a specific demographic. This was Doritos’ first brand extension launch into a hot-food category, following its wildly successful co-branded Doritos Locos Tacos with Taco Bell, and its first launch...
of a Doritos food that was not in the form of a chip. There was a lot at stake for the brand with this launch, including both business goals and brand goals. The product needed to be successful while simultaneously supporting the position of the brand in the larger marketplace.

To meet this dual need, Frito Lay conducted extensive research (with Sentient Decision Science) on understanding the needs and values of its core consumers and the lovers of the Doritos brand including the emotional associations with multiple potential new products and positioning options. The research helped the team identify which products would be the most successful and also provided insight on how the launch could be more impactful by emphasizing the emotional equities of the Doritos brand that were the most important in connecting to the consumer sense of self-identification with the brand. The initial sales results of the launch were successful and the conversion rate for Doritos Loaded was 51%, representing the highest proportion of consumers who had purchased the product among those aware of the product in the 2014 MMNPL study.
In this year’s study, we again utilized Sentient Prime implicit research technology to measure the automatic emotional associations that consumers have with the new products launched in 2014. Sentient Prime is an applied consumer neuroscience technique that quantifies the degree of emotional association consumers have with products, packages, brands and advertising without relying on what consumers can consciously self-report. That is, it measures what we feel automatically when we see a new product and those feelings feed into our conscious consideration of whether we will try the new product. In our 2013 MMNPL survey, we found strong significant correlations between the emotional associations with new products and the product adoption rates in the market.

This year, we took the study one step further and tested the impact of exposure to new product video advertisement on the emotional associations with the products and how that emotional impact related to product success in the marketplace. As expected, not all of the new product launch creative resulted in positive emotional associations among consumers. Some ads performed better than others, and some ads even turned off consumers toward the new products. Examples of some of the winning ads included (showing lift in Sentient Prime emotional associations following exposure to the ad):

TV still holds the number one position in terms of being a source of information for new products.
Subconscious and Emotional Insights from the 2014 MMNPL Survey

Gillette Fusion Pro-Glide Power Razor with Flexball Technology ad – 18 point lift
Dunkin’ Donuts At-Home Coffee Creamers ad – 7 point lift
Xbox One ad – 4 point lift
Starbucks Teavana Oprah Chai Tea Latte – 6 point decline

Once emotional impact was measured we correlated the average emotional impact of the television commercials with the proportion of new product adoption within the marketplace. The results showed the significant relationship between getting the creative execution right and new product launch success: the correlation was r=.66. These results highlight the importance of making an emotional connection with consumers both with the product and in the way you present the product during launch. Furthermore, TV still holds the number one position as a source of information for new products and among GenX, it is the most impactful overall. With social media on the rise in importance (#2) as a source of information, and the spreading of good creative content through social networks, getting the creative content to be emotionally charged may be increasingly more important.
Subconscious and Emotional Insights from the 2014 MMNPL Survey

10 Tech is Both the Obstacle and Vehicle for Breaking Through if Launching a Consumer Packaged Good Product (CPG)

When we asked consumers to name the new products they could remember being launched within the last year, over half couldn’t name a single product. Among those who could name a product, the top ten products named were all technology products (from iPhone 6 Plus down to the Microsoft Surface Pro). Furthermore, the iPhone 6 Plus was recalled by five times the number of people compared to the next closest product. These results may be encouraging for Apple, the consistent king of new product launch success, and more broadly for tech, but they may be discouraging for those trying to launch a non-technology product into the consumer marketplace. First, there is the huge hurdle of overall marketplace noise to overcome (55% don’t recall a single new product). Second, technology launches seem to further swamp the already flooded new product launch space. So how do you break through if you’re a CPG company launching a new product in these market conditions? In addition to evoking an emotional response with your marketing communications, technology is your friend as much as your foe in this battle. Technological platforms provide the key rising vehicles for companies to get their message in front of consumers wherever they may be consuming media.

Young consumers have turned to mobile devices for researching new products online.

The 2014 MMNPL showed us that the iGeneration (56%) and Technology Early Adopters (61%) were the two groups most likely to remember a new product launch. Furthermore, the iGeneration is also the most likely to be online while watching TV, reinforcing the
importance of getting your message on multiple screens and in multiple media sources within a coordinated cohesive marketing plan. It’s not tied to iGen alone – 42 percent of Millennials report that they actively search for something online while watching TV.

In addition, the consumption of content traditionally consumed on TV has shifted to alternative screens with Gen X and younger (especially males) all watching a significant amount of content online (all groups report greater than 50% having watched movies and television shows online).

Beyond the consumption of traditional TV content online, young consumers have turned to mobile devices for researching new products online. A significant majority (72%) of Millennials have used their smartphones to research new products online. Given the tremendous shift to online content consumption, and the spread of search and social activity to mobile devices, connecting with young consumers emotionally through their technology appears to be imperative for companies launching new products.

Early Adopters who Recalled any New Product in 2014

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<td>Technology Early Adopters</td>
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<td>Grocery Early Adopters</td>
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Generational Differences in Content Watched Online in 2014

- iGen = Red
- Millennials = Blue
- Boomers = Orange
- Gen X = Green
- 67+ = Black

<table>
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<tr>
<th>Category</th>
<th>iGen (%)</th>
<th>Millennials (%)</th>
<th>Boomers (%)</th>
<th>Gen X (%)</th>
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<td>PRODUCT CONVERSION</td>
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Takeaways for Marketers Launching Products in 2015

1. PRODUCT LAUNCH RECALL
   Younger generations are far more likely to remember new product launches compared to older generations.
   
   **What this means for marketers:**
   Know which devices are most widely used by each generation. If launching a product geared toward an iGen or Millennial, consider hiring an integrated marketing team to create engaging, consistent social media content.

2. NUMBER OF SOURCES OF INFORMATION AND PRODUCT LAUNCH RECALL
   Consumers who use six or more sources of information when researching products are most likely to remember new products.
   
   **What this means for marketers:**
   Use multiple channels and screens to effectively reach consumers, and make sure messaging remains consistent across channels to ensure memorability.

3. SOURCES OF INFORMATION: FACEBOOK
   Facebook out-paces in-store displays to become the second-most-likely source of new product information used by consumers in 2014.
   
   **What this means for marketers:**
   Using traditional media sources such as television is no longer enough to reach consumers. Creating social media content specific to Facebook – both organic and promoted – will create more awareness of a new product launch.
**Takeaways for Marketers Launching Products in 2015**

4 **SOURCES OF INFORMATION: YOUTUBE**
Younger generations and men are increasingly turning to YouTube to see online media and video bloggers review new products.

**What this means for marketers:**
Get brand followers and credible industry bloggers to review your new product on their YouTube channel, especially if launching a product that is geared toward iGens, Millennials and males.

5 **SOURCES OF INFLUENCE**
Free samples and couponing are still very influential in motivating consumers to try and buy new products.

**What this means for marketers:**
The “try it before you buy it” mentality still stands for consumers. Offer free samples, coupons or promotional codes through social media channels or to targeted consumer groups to create a more effective integrated marketing approach.

6 **MEDIA CONSUMPTION PATTERNS**
We are seeing more people using multiple screens at once when consuming media, and this multitasking does not negatively affect product recall.

**What this means for marketers:**
To create a successful product launch, using a mix of paid, earned and owned media sources is vital to increase product recall and influence purchasing decisions.
TRENDS IN SOURCES OF INFLUENCE
This year, we see a substantial generational divide when it comes to what motivates consumers to purchase food products.

What this means for marketers:
Take into consideration the target demographic and their specific food trends. If marketing to Millennials and Gen X, increase the awareness of healthy food attributes such as “gluten-free,” “contains whole grains” or “no trans-fat.”

PRODUCT CONVERSION
The quality of your product launch execution depends on how well you know your target audience’s values.

What this means for marketers:
Know that you are creating new products that help consumers satisfy unmet needs based on fundamental values they already have such as a need for social connection, excitement or new experiences.

PRODUCT ADOPTION
There is a strong correlation between the emotional associations with new products and the product adoption rates in the market.

What this means for marketers:
In order to have success when launching a new product, you need to get the creative execution right.

INFLUENCE OF TECHNOLOGY
Young consumers have turned to technology for researching new products.

What this means for marketers:
Technological platforms are the key vehicles for companies to get their message in front of consumers.
Thank you for reading our eBook!

We are proud of this data and we encourage you to use it and credit us. If you are interested in a full findings report, you can contact us at launch@schneiderpr.com.

We are also available for speaking and media opportunities about new product launch and subconscious marketing.

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