THE 2013 MOST MEMORABLE NEW PRODUCT LAUNCH SURVEY

Research findings, insights and applications for integrated marketing, PR, advertising and media professionals

SCHNEIDER ASSOCIATES
ALWAYS LAUNCHING NEW IDEAS

SENTIENT DECISION SCIENCE
the business of behavioral insight
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Welcome to the 2013 Most Memorable New Product Launch Survey

Each year, the Most Memorable New Product Launch survey identifies the strategies and tactics brands use in our rapidly-changing and connected world to motivate consumers to try and buy new products. The 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 behavior.


With the proliferation of online media, our belief is that segmented marketing is experiencing a major shift. It doesn’t matter if you are selling a B2C (Business-to-Consumer) product or a B2B (Business-to-Business) product, at the end of the day everyone is a potential customer (Business-to-Everyone)—or a referral source to someone who could be a customer. I urge marketers to be open to the possibility that consumer marketing techniques may work for your Business-to-Business clients, and vice versa. We feel confident that everyone can learn something from the Most Memorable New Product Launches of 2014. We hope as you read this report, you’ll find some new strategies and tactics that apply to your business—no matter who the audience.

For instance, the following data points exemplify media trends that apply “across borders.” An important indicator we’ve been following since 2002 is the number of information sources consumers seek before buying a new product. In 2006, consumers looked at 3.3 sources of information before buying a new product. That number doubled to a high of 6.73 in 2011, and in this year’s survey, Millennials (18 to 30-year-olds) consulted 6-8 sources of information. Imagine how many brand touch points the i-Generation (digital natives born between 1994 and 2004) will seek in 2014 and beyond.

Another hot topic for marketers is the demise of television. According to MMNPL, TV is here to stay—at least in some form. TV continues to be one of consumers’ primary resources for discovering new products. Consumers may still be sitting in front of their TVs, but they are multitasking, Googling or socializing on their iPads, phones and computers. And, those under 30 are consuming content (often TV shows) as streaming media.
This year’s report reminds us that consumers are confirming their potential purchases by soliciting opinions from the social sphere. What brands have to say is becoming less influential as consumers seek input and reviews from friends, family and strangers.

We hope the 2013 Most Memorable New Product Launch survey helps you and your colleagues understand the ever-changing marketing landscape. We invite your feedback and hope you will post your thoughts about new product launch on our blog (schneiderpr.com/blog). Feel free to contact me at launch@schneiderpr.com with questions, comments or to ask for help launching your next new product.

Best,

Joan Schneider

CEO, Schneider Associates

Author: The NEW Launch Plan: 152 Tips, Tactics and Trends from the Most Memorable New Products and New Product Launch: 10 Proven Strategies
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 purchase, identifies trends influencing consumer behavior, tracks sources of new product information and monitors media consumption habits
• For the first time, measures implicit emotional connections to new product launches and evaluates the connection between emotions and memory
• Serves as early indicator of new market trends

What Makes a Most Memorable New Product Launch?

Product must satisfy three of the following criteria:

• Launched between October 2012 and September 2013
• 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
# 2013 Most Memorable New Product Launches

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When the technology market began to shift away from PCs and toward the world of tablets, Microsoft knew it had to get in on the action. At a flashy launch event on October 26, 2012, it released Windows 8 - a touch-optimized operating system. The release coincided with the launch of the company’s Surface tablet. Windows 8 had an entirely new look and feel from the traditional Windows operating systems. The start menu is designed with a sophisticated interface, complete with grid-style apps and a new Windows store.

Microsoft positioned the new operating system as cool and hip to appeal to the younger generation of tablet users. New and relatively unknown music was used throughout the advertising campaign, which featured the user experience rather than product features. The global campaign created unique ads for several different markets, gearing the music and cultural activities to the audience. In Asia, ads ran featuring Parkour, a type of urban running. Another ad featured clips of music and dancing from the Carnival Rio de Janeiro in Brazil.
As part of their interactive public relations campaign, Microsoft set up hands-on installations and demonstrations throughout New York City to generate buzz for Windows 8. For three days, the company took over 39 digital advertising screens in Times Square. Unique content streamed throughout the day and digital murals were created live each night. The event attracted over two million visitors and sparked 20,000 social conversations.

Microsoft was under pressure to get away from its seemingly outdated and “dinosaur” reputation – and it seems they did just that.

Microsoft also held a demonstration at a shopping center in the U.K. The company wanted consumers to experience the “fast” and “fun” elements of the operating system. To encourage consumers to connect these emotions with Windows 8, Microsoft built a giant slide atop a long staircase. Consumers who took the slide were greeted with a photo and the chance to use Windows 8 on the new Surface tablets.

The integrated marketing strategy behind the Windows 8 launch sought to position Microsoft as a relevant and forward-thinking company. With Apple and Android operating systems taking the lead in market share and popularity, Microsoft was under pressure to get away from its seemingly outdated and “dinosaur” reputation – and it seems they did just that. Microsoft sold 70 million copies of Windows 8 in fewer than four months after the release.
2013 MOST MEMORABLE NEW PRODUCTS

2 Twinkies

LAUNCH DATE JULY 15, 2013 • PARENT COMPANY HOSTESS
http://hostesscakes.com/Products

After Hostess declared bankruptcy in late 2012, the brand was bought by Apollo Global Management and Metropoulos & Co. It was this new management team that helped Twinkies mount “The Sweetest Comeback in the History of Ever.”

Only four months after declaring bankruptcy, Hostess announced that Twinkies would re-debut on supermarket shelves. The re-launch of this classic American snack was much anticipated by nostalgic consumers.

Hostess wasted no time promoting the upcoming launch on all forms of social media, including: Facebook, Twitter, YouTube, Pinterest, Google+, Tumblr and Instagram. A key feature of the integrated marketing campaign centered on creating emotional responses in consumers who had been devastated by the departure of Twinkies. People were encouraged to share their thoughts about the re-launch as well as photos of Hostess products through the site “Prepare Your Cake Face,” causing palpable excitement for Twinkies’ comeback.

Outside of social media, Hostess used a food truck to help share the enthusiasm for Twinkies’ re-launch. The food truck traveled across the United States and made its final stop in New York City’s Times Square for the official launch date—creating media interest all along the way.

Source: http://voices.suntimes.com/wp-content/uploads/2013/07/TwinkiesComeback2.jpg
Hostess also indulged in some repositioning to update the classic treat. The snack’s original consumer was intended to be kids, but Hostess re-branded the product as “dude food.” The company intended to expand its market from a childhood treat to a young adult male snack.

With all of the user interactions and social media content, Hostess was able to re-launch Twinkies to an adoring fan base, ensuring it would be “The Sweetest Comeback in the History of Ever.” The PR campaign generated more than 350 million Twitter impressions and 500,000 new Facebook fans for the beloved brand by making Hostess relevant and fresh, and used creative storytelling to paint the nostalgic picture of Twinkies in the minds of consumers.

A key feature of the marketing campaign centered on creating emotional responses in consumers who had been devastated by the departure of Twinkies.
In typical Apple fashion, the technology giant held a press event in September 2013 to announce its latest and greatest products. But in a surprise twist, Apple changed its strategy. For the first time in company history, Apple announced two devices in the same product line – an updated iPhone 5S and the budget-friendly iPhone 5C.

The iPhone 5C featured a 4-inch display and a plastic outer shell, available in five colors. The marketing strategy for the iPhone 5c began by focusing on the differentiating factors of the less expensive iPhone. Outdoor advertising, such as billboards and street-displays, showcased the various color options and were paired with the tagline, “For the Colorful.” The ads were simple – a one color background with an image of the phone—with no specifications or price provided. Similarly, the television ads were simple and featured a three-dimensional shell being filled with the colorful plastic to create the phones.

The campaign shifted after the initial hype surrounding the colorful shell dissipated. The new ads focused on the emotional connections created by the iPhone, rather than the device features. Apple also demonstrated the global reach of the phone in its “Greetings” campaign, showing people around the world saying “hello” in multiple languages.

Apple positioned the iPhone 5C as an affordable iPhone device for the masses. Offering a new device rather than the old one at a lower price (which has been Apple’s M.O. in the past) makes consumers feel like they are getting the latest and greatest product without putting a dent in their wallets.

The new ads focused on the emotional connections created by the iPhone, rather than the device features.
In the spring of 2012, Taco Bell teamed up with Frito Lay, the parent company of Doritos, to create Nacho Cheese Doritos Locos Tacos. After a highly successful release (more than 450 million Doritos Locos Tacos have been sold to date), consumers speculated about (and begged for) a Cool Ranch edition. In March of 2013, Taco Bell excited fans with the release of Cool Ranch Doritos Locos Tacos and launched a social media-heavy campaign to support the introduction.

Customers are extremely loyal to the Taco Bell brand, which offers inexpensive meal options and a constantly-reinvented menu. On February 13, 2013, Taco Bell began promoting the new Cool Ranch Doritos Locos Taco through videos on Vine. The company also built a strong Twitter presence, introducing the hashtag, “#CoolRanchDLT.” DLT, the nickname for the Doritos Locos Tacos series, has sparked massive conversations on multiple social media platforms, allowing people to discuss the launch of the Cool Ranch flavor and heatedly debate which version would be tastier. Once the first taco was introduced on March 7, people responded positively to the new flavor on social media.

To further promote the launch, Taco Bell created a series of TV spots, which they posted on the company’s YouTube page. The ads featured a wide range of consumers, all of whom were interested in the Cool Ranch flavor. In a clever and humorous consumer engagement move, Taco Bell contacted people who tweeted about their desire for a Cool Ranch DLT and invited them to a local destination that had seemingly nothing to do with tacos. Visitors who came to a florist shop asking for a “blue bouquet,” a barbershop “to look cool,” and a parking lot valet for “the blue one,” were rewarded with the new tacos if they said these magic words.

Source: http://abcnews.go.com/images/Business/ht_taco_bell_cool_ranch_doritos_locos_ll_130314_wblog.jpg
After their encounters in these speakeasy-style meetings, consumers were encouraged to spread the word. Videos, captured live, were humorous: If the code word was spoken incorrectly, the visitor received an actual blue bouquet of flowers or a haircut. The power of social media enabled Taco Bell to gather people at various locations in real time and then spread the word to others through their own channels. In addition to the videos and real-life engagement, Taco Bell also pushed the Cool Ranch DLT on Facebook and Instagram, as well as in print and radio ads.

Since the release of the Nacho Cheese and Cool Ranch flavors, Taco Bell has sold over 600 million Doritos Locos Tacos, which are proving to be one of the strongest product lines ever launched by a fast-food company. With more than 100 Doritos flavors worldwide, it appears that Taco Bell has an endless supply of future DLT flavors – and the digital marketing chops to make these new products succeed.

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(tie) Wendy’s Pretzel Bacon Cheeseburger

LAUNCH DATE JULY 4, 2013 • PARENT COMPANY WENDY’S


*Note: The Pretzel Bacon Cheeseburger was a limited edition, and is no longer available.

Wendy’s enjoys a strong customer following with its classic American hamburger options. To add an international twist to the classic hamburger, Wendy’s found inspiration in German cuisine and launched the new Limited-Time Offer Pretzel Bacon Cheeseburger. Featuring a soft pretzel bun, quarter-pound hamburger patty, bacon, cheddar cheese and honey mustard sauce, the new Wendy’s sandwich brought continental flavor to an all-American menu.

Wendy’s staged its initial product launch at the company headquarters in Dublin, Ohio. The company implemented a “360-marketing” campaign, incorporating national TV, radio, outdoor billboards and reality-TV star Nick Lachey, who sang songs about the product using content from fans’ tweets about the new burger, “#PretzelLoveSongs.” Wendy’s also created a final video that premiered in August and featured Lachey.

In addition to the “Pretzel Love Songs,” the brand also used its redheaded spokeswoman to promote the new sandwich in TV spots. Wendy’s relied heavily on consumer interaction with the product and social media engagement, aiming for a word-of-mouth strategy to publicize the delicious burger.

The Pretzel Bacon Cheeseburger helped Wendy’s expand and revitalize its menu to appeal to new and existing customers. Since the success of the Pretzel Bacon Cheeseburger, Wendy’s has released its Pub Chicken Sandwich, also featuring a pretzel bun. Based on its past two launches, Wendy’s is reinventing the fast-food sandwich and bringing international flair to burgers to keep customers coming back.

The company implemented a “360-marketing” campaign, incorporating national TV, radio, outdoor billboards and reality-TV star Nick Lachey, who sang songs about the product using content from fans’ tweets about the new burger, “#PretzelLoveSongs.”
When you think fast food, most people think about greasy, salty, good old American French fries, but Burger King decided to show consumers you can satisfy the cravings for fries without the added guilt of inhaling 400 calories. Introducing Satisfries: with 40 percent less fat, 30 percent fewer calories, and only 30 cents more than the “old fries,” Satisfries seemed like they would be a no-brainer at the drive through—and they were.

Burger King pulled out all the stops to get the word out about their new product by promoting the new Satisfries with a PR stunt—a few locations across the U.S. changed their store name to “Fries King,” creating a buzz in social media platforms where confused patrons demanded answers about the name change. The hashtag #FriesKing went viral on Twitter and generated plenty of attention for Satisfries.
Satisfries have gained so much publicity and recognition in the short time since they’ve been introduced that they are now a top 10 contender for the Most Memorable New Product Launch of the year. Burger King’s efforts to differentiate itself from competitors seems to be working thus far, but it will be interesting to see if they can compete against McDonald’s original fries or Wendy’s hand-cut, sea salt fries (an MMNPL top-ranked product from 2011).

During the recession, MMNPL survey participants indicated they were less concerned about the fat, salt and sugar content of their purchases. We can attribute that to processed foods being more budget-friendly than organic items or fresh produce, as well as a consumer mindset where the economy is creating bigger problems than what’s for lunch or dinner. With positive economic growth and obesity awareness on the upswing, consumers are more likely to be thinking about the calorie content of what they eat. But will they be satisfried?

A few locations across the U.S. changed their store name to “Fries King,” creating a buzz in social media platforms where confused patrons demanded answers about the name change.
After the monumental success of Apple’s iPad, the company knew it hit the nail on the head by filling a technological void consumers did not even know existed. But one complaint lingered – many wanted the iPad to be more travel-friendly. Apple went back to the drawing board and produced the iPad Mini. The difference between the original iPad and the updated Mini included a reduction in screen size from 9.7 inches to 7.9 inches, the addition of personal assistant Siri and camera improvements. The iPad Mini was announced on October 23, 2012, during one of the now-famous Apple press conferences.

Thanks to Apple’s loyal consumer base and innovative approach, it was essentially guaranteed that a particular audience would purchase its latest product. Apple used various marketing channels to promote the iPad Mini, including TV spots comparing the original iPad to the more compact iPad Mini. In the TV ads, the music hints at the second coming of the iPad. As a reference to the similarities between the two iPads, the song playing in the background is “Two of a Kind” by Bobby Darin and Johnny Mercer.
Apple also purchased the back cover of TIME magazine to show customers that they could read their favorite magazines using the convenient iPad Mini. This print ad was so effective it earned Apple the Grand Prix for Press award at the Cannes Lion International Festival of Creativity, a prestigious advertising honor. The ad also helped stimulate digital magazine subscriptions.

Apple targeted a new audience using the iPad Mini’s lower price point, which was appealing to many who were looking for a less expensive tablet option. Women were a key target for the iPad Mini because of its handbag-friendly size. Regardless of its wider demographic range, the iPad Mini drew smaller crowds than past Apple product launches. Many still preferred the original tablet design, but Apple is continually reinventing the iPad by updating features such as the Retina quality screen.

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Source: http://www.adweek.com/files/imagecache/node-detail/news_article/apple_ipad_mini.jpg
Never one to be left behind, Microsoft decided that it too would jump headfirst into the exploding tablet market. On October 26, 2012, Microsoft released its Surface tablet, featuring a ClearType display for better readability, speedy processor and desktop-like storage that are more PC-user friendly than other tablets on the market.

The promotion of the Surface tablet began with a press conference in June, giving Microsoft ample time to start building suspense for the brand’s first computer-integrated tablet. Tech gurus greatly anticipated the launch and the tablet’s release allowed Microsoft to reinvent the company’s image to compete with that of Apple and other computer technology companies.

To differentiate its platform from other tablets on the market, Microsoft emphasized the Surface’s ability to remix songs. Microsoft also targeted students by including the full MS Office suite. The fact that the tablet is lighter than the competition’s, is multi-functional and a good choice for classroom or dorm makes it the perfect student choice. The built-in stand and keyboard are two additional features that set the Surface apart.
Digital and print advertisements for Surface helped boost ongoing recognition. Beyond traditional advertising, Microsoft created huge billboard ads that were displayed on the sides of buildings. This out-of-home marketing strategy resonated with consumers because it was unique. To top this off, the company launched Microsoft Stores, which feature the Surface, Xbox, Windows phones and a sleek, bright, minimalist design that made consumers and Apple lovers do a double take. Microsoft also booked well-known bands, such as Weezer, for the grand openings of its new stores. By creating its own stand-alone locations, the brand no longer had to rely solely upon other retailers to showcase its products.

Since the launch of the Surface, Microsoft has successfully introduced both the Surface 2 and Surface Pro 2. This Black Friday, the Microsoft Surface was the best-selling product at Best Buy and Microsoft reported that its sales have doubled since last quarter, making the company a viable and visible competitor in the tablet space.

To top this off, the company launched Microsoft Stores, which feature the Surface, Xbox, Windows phones and a sleek, bright, minimalist design that made consumers and Apple lovers do a double take.

Vaseline Spray and Go Moisturizer

LAUNCH DATE MARCH 2013  •  PARENT COMPANY UNILEVER
http://www.vaseline.us/spray-go/

Vaseline has been a trusted brand for more than 100 years. Since its introduction in 1872, the company has expanded its product line from simple petroleum jelly to moisturizers, lip therapies and men’s lines. In March, the brand developed a new product that features a 360-degree continual spray applicator called Vaseline Spray & Go. The new product moisturizes and absorbs quickly to minimize dry time, leaving skin soft and smooth.

Vaseline focused its campaign on the importance of streamlining your morning routine. Advertising tactics ranged from print ads in popular women's magazines and TV spots to celebrity endorsements and social media. One of the most popular TV ad featured a young woman getting ready quickly in the morning. This helped emphasize the product’s ease of use and on-the-go nature.

In addition to print and TV spots, Vaseline's integrated marketing campaign also included partnering with actress Nia Vardalos from “My Big Fat Greek Wedding” and CafeMom for an interactive campaign, “Max the Morning.” The promotion featured tips, prizes and conversations between moms and Vaseline. The “Max the Morning” video series on YouTube featured multiple episodes helping moms with everything from style tips to self-confidence.

Vaseline wanted its newest product to offer confidence for moms. The company hosted a contest for moms to walk the runway titled “#SprayAndStrut.” Moms could apply online to win a trip to NYC to walk in the #SprayAndStrut Fashion Show during Mercedes-Benz Fashion Week. The ‘model moms’ sampled the new Spray & Go Moisturizer by applying it and then walking the runway, showcasing how the product makes getting ready easier.

After the successful launch, customers continued to promote the Spray & Go line through blog reviews and comments on the company’s Facebook page. This mix of social and traditional marketing was truly memorable. It’s one of the few personal care products, like Kleenex Hand Towels, innovative enough to ever crack the top 10 MMNPL list.
McDonald’s is no longer just a place to grab a hamburger; it is quickly turning into a global breakfast hot spot. Since the introduction of the Egg McMuffin in 1972, McDonald’s has successfully expanded its breakfast menu. The company’s latest addition to its morning menu is the Steak, Egg & Cheese Bagel, which was introduced in August to provide a heartier breakfast menu option. The sandwich is a toasted bagel with a steak patty, fluffy eggs, American cheese and grilled onions.

McDonald’s’ launch campaign focused on print advertising, in addition to in-store marketing. This allowed existing customers to try something new while drawing in hungry breakfast lovers who were intrigued by this new sandwich.

The introduction of the McDonald’s Steak, Egg & Cheese Bagel coincided with Dunkin’ Donuts’ (a direct competitor) addition of red meat to its breakfast menu.

Primary consumers of the Steak, Egg & Cheese Bagel were current customers looking for something different. Although social media was not a main tool used during the promotion, many customers used Twitter to share their opinions about the product. As a result, McDonald’s saw a large positive response from its Twitter followers.
McDonald’s is constantly introducing new items to keep its customers coming back. After the release of the Steak, Egg & Cheese Bagel, McDonald’s launched its Egg White Delight McMuffin as a lighter breakfast option. The company continues to evolve and respond to patron requests.

After the release of the Steak, Egg & Cheese Bagel, McDonald’s launched its Egg White Delight McMuffin as a lighter breakfast option. The company continues to evolve and respond to patron requests.

2013 MOST MEMORABLE NEW PRODUCTS

9 2013 Dodge Dart

LAUNCH DATE NOVEMBER 2012  •  PARENT COMPANY DODGE

Seven years have passed since Dodge designed a compact sedan, the Dodge Neon, in 2005. This year, Dodge launched the Dodge Dart as part of its 2013 lineup and set the latest compact sedan apart from its competitors by including high-tech enhancements and luxury styling. The Dart’s key features include specialty lighting, colored dashboard display, a rear cross path detection system and spot monitoring.

Dodge’s marketing mix for the Dart focused primarily on TV spots and print ads to spread the word about the brand’s latest model. Social media was also used to interact with consumers, but it was mainly a platform to direct people to view the commercials via the company’s YouTube channel. Dodge’s two main TV spots followed the theme of “changing cars forever” and the idea of an innovative breakthrough. Dodge walked the viewer through the design process of crafting the vehicle from inception to launch.

Source: http://pictures.dealer.com/r/rainierdodgecllc/1356/512addc50a0d028a013d725411302519.jpg
Dodge also tapped two celebrity spokespeople for the ads. To showcase the evolution of the vehicle, Tom Brady was featured as a football innovator, linking his ability and celebrity status to the Dodge Dart.

The second ad focused more on breakthrough and featured Pitbull. The ad demonstrated not only his “breakthrough” as an artist, but created a multicultural platform for Dodge. Incorporating a bilingual advertisement into the Dart’s integrated marketing mix allowed Dodge to expand its demographic and target a different audience.

In addition to the TV spots, Dodge created a mini-series, “Dodge Dart Road Trip,” focused on traveling with the Dodge Dart. The mini-series was launched on the company’s YouTube page. The series was hosted by automotive enthusiast Steve Magnante, a relatable spokesperson for potential customers. This series allowed for a more realistic understanding of the Dart in comparison to the Tom Brady and Pitbull references.

Dodge’s comprehensive mix of innovation and celebrity status allowed the Dodge Dart to stand out among competitive ads. The wide range of information and personalities the brand provided allowed an equally wide range of consumers to connect with the car in a new way.

The brand’s comprehensive mix of innovation and celebrity status allowed the Dodge Dart to stand out among competitive ads.
10 (tie) Nintendo 2DS

LAUNCH DATE OCTOBER, 12 2013 • PARENT COMPANY NINTENDO
http://www.nintendo.com/3ds/2ds

With more and more kids looking for the next best gaming device, Nintendo created the 2DS, which features a dual screen experience and a durable casing. The product was designed specifically for younger gamers (7 years old and under), compared with the brand’s Nintendo 3DS, which features a 3D function not advised for young children. The easy-to-hold device allows kids to have a portable form of entertainment.

To promote the product, Nintendo used a variety of outlets to market to potential consumers, including traditional media such as print ads, TV spots, radio and outdoor advertising. Nintendo also relied on social media and retailer support of Nintendo products. Retailers not only posted prominent signage in their stores, but many included test devices for consumers to try the product prior to purchase.

Source: http://cdn02.nintendo-europe.com/media/images/projects/flower/C116_PickaColour_image600w.png
Nintendo also joined forces with one of the highest grossing Nintendo games, Pokemon X and Y. TV spots featured the 2DS playing Pokemon games and offered “bundles” which included the 2DS device and the Pokemon games.

Nintendo’s integrated marketing approach and joint marketing with Pokemon allowed the company to attract loyal customers as well as new gamers. A timely release of the product—right around the holidays—also resulted in an increase in sales near the end of November and early December.

Source: http://s3.thcdn.com/productimg/0/600/600/39/10859939-1380738426-346373.jpg
10 (tie) 2014 Toyota Corolla

LAUNCH DATE SUMMER 2013 • PARENT COMPANY TOYOTA
http://www.toyota.com/corolla/features.html#!/exterior/1832/1856/1876/1866

The Toyota Corolla is such a widely popular and successful car, some questioned why the company went with an “all-new” design for its 2014 model. But it’s the integrated marketing campaign the company employed that stands out in its efforts to reach younger consumers with powerful purchase potential: the Millennial generation. Toyota intentionally targeted tech-savvy Millennials through digital advertising, while continuing to emphasize the car’s longstanding reputation as a stylish and current.

Traditional outdoor advertising took a new spin, as Toyota rolled out billboards in major markets equipped with near-field communications. Consumers with NFC-compatible devices were able to tap their mobile phones against the ads to unlock a virtual test drive. At the end of the test drive, consumers were directed to a landing page to design their own Corolla, book a real-life test drive, find a dealership, or get a quote. Additionally, an iAd racing game was designed to keep consumers engaged, and users who explored features of the new Corolla were rewarded with a free music download.

While Millennials were a key demographic for the all-new model, one popular TV commercial made sure to appeal to other key audiences through it’s “Style Never Goes Out of Style” advertisement.
The spot takes viewers through decades past, with a music-centric party scene and era-appropriate Corolla hanging out in the background. These ads are sure to take older Corolla drivers and prospective buyers back in time, while promoting the longevity of the car and Toyota’s commitment to style throughout the ages.

True to its digital strategy, the commercial also had both mobile and social components. Highlighting the vibrant music of the commercial, consumers were invited to use Shazam, a song-identifying app, to download featured songs from the campaign and access the virtual test-drive feature. Toyota also got social, creating engaging Vine and Instagram assets that show consumers dance moves from the five decades featured in the commercial. The hashtag #CorollaStyle encouraged consumers to show off their personal style and engage with the brand. As Corolla continues to target a younger audience, these integrated and digital-savvy efforts are absolutely essential.

From the beginning of planning for the launch of the all-new model, our goal was for people to see it and respond ‘Wow, that’s a Corolla!’”

- Greg Thome, Toyota Regional Communications Operations Manager
# 2013 MMNPL Survey Insights

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<td>6 MULTI-STREAM EXPERIENCE</td>
<td>45-46</td>
</tr>
<tr>
<td>7 PURCHASING POWER</td>
<td>47-48</td>
</tr>
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![Schneider Associates Logo](logo.png)
Consumers are harder to reach than ever: Product recall is decreasing, dipping lowest in election years, such as 2012, when 67 percent of consumers failed to recall a new product.

Here at Schneider Associates, we’ve been tracking the Most Memorable New Product Launches for more than 10 years. In that time, the number of products launched every year has soared and the ways customers learn about new products has changed drastically. With so many products clamoring for the attention of an increasingly distracted audience, it’s no surprise that overall, product recall is decreasing annually.

Our research shows that in 2006, 65 percent of people were able to recall a new product without being prompted by a list. In 2013, that number dropped to 45 percent. In fact, product recall has dropped to below 60 percent for the past seven years. In those seven years, we’ve seen social media go from a niche market to the number one online activity, thanks to the widespread adoption of smart devices. These factors have increased the amount of information the average person consumes and the amount of time consumers spend multi-tasking. It is harder than ever for new product launches to stand out. We’ve learned that election years produce the worst product recall numbers. When television, radio and the Internet are clogged with political messages, it becomes nearly impossible for brands to break through to consumers.
Only 45 percent of people could name at least one new product launched in the past year.
Sources of Information

Consumers who used more information sources had a substantially higher rate of remembering new products.

It’s still possible to reach consumers in spite of the steep competition and diminishing attention spans. According to our survey, the more sources consumers use to find out about new products, the more likely they are to recall recently launched new products. For instance, those who use two or three sources of information to learn about new products have a product recall rate of 44 percent, which is more than twice that of those who use only one information source. Increase the number of information sources to six or more and the recall rate jumps to 71 percent.

This data reiterates a message we’ve been telling clients about for years: Use multi-channel marketing. Once you’ve developed your product launch messaging, make sure you spread the news through as many channels as possible. This not only increases the chance that your message will reach consumers, but it also increases the likelihood the message will be remembered. This is something we see consistently in the Top 10 Most Memorable New Product Launches: A fully-integrated, multi-channel marketing campaign drives home the message that this product is new, innovative and there are many reasons why consumers should try and buy it.
Percentage of People Who Recalled Any New Product by Number of Media Sources Used

- Seventy-one percent of people who used six or more sources of information to learn about new products were able to recall one launched in the past year.
Media consumption patterns vary significantly by generation.

Of those learning about new products on multiple channels, Millennials are the most voracious when it comes to consuming media. Also known as Generation Y, these 18-30-year-olds have a product recall rate of 63 percent, which is 14 percent higher than Generation X and 21 percent higher than Baby Boomers. Senior citizens rank the lowest in product recall rate, with just 17 percent of those over 67 naming a new product launched in the past year. Millennials are more likely to rely on social media to learn about new products and are the only demographic that finds social media more influential than television. They are also less likely to be influenced by news media than any other generation.

When considering all of the sources of new product information and their use by consumers, only Facebook and television have risen in popularity over the last few years. Collectively, social media is quickly gaining on television commercials as the new product information source, and its power is significant. Over half of consumers say social media influences their purchasing decisions when it comes to new products. For the past three years, every single product in our MMNPL Top 10 has launched a social media campaign supporting the product introduction. Facebook, Twitter and Pinterest are powerful search engines for consumers, who view the information found on these channels as trustworthy. When comments from friends and family, or other consumers, are evaluated side by side with product information, even if delivered directly from the brand, consumers feel this lends a strong sense of credibility. These earned reviews provide a sort of trust-context. This trust-context was previously only available through the use of celebrity or expert spokespeople.
Generational Differences in Media Consumption

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Millennials (18-30)</th>
<th>Generation X (31-47)</th>
<th>Baby Boomers (48-66)</th>
<th>67+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>57%</td>
<td>39%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>Magazine ads</td>
<td>13%</td>
<td>24%</td>
<td>19%</td>
<td>18%</td>
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<td>Online news articles</td>
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<td>Online video ads</td>
<td>25%</td>
<td>28%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Search engine (e.g., Google)</td>
<td>25%</td>
<td>24%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>TV commercials</td>
<td>70%</td>
<td>73%</td>
<td>76%</td>
<td>55%</td>
</tr>
</tbody>
</table>

More than any other generation, Millennials turn to the Internet for sources of new product information

 Millennials consume the least amount of print media
Sources of Influence

Coupons and online reviews are rising in influence, but word of mouth is still king.

Our research also shows that online reviews are becoming more influential in purchasing decisions. In fact, more consumers cited online reviews as influencing their purchases than ever before. Reviews in the online sphere come in second only to recommendations from family and friends as far as influence is concerned. Every year, word of mouth has consistently been the most influential factor in purchasing decisions, according to our survey. Nearly 80 percent of consumers are influenced by recommendations from family and friends. Some years, that number is above 90 percent. Brands have long been able to secure recommendations from friends and family through good customer service and quality products. But in the age of social media, these recommendations are easier to share and encourage. Anything from an uploaded picture to simply liking a brand on the product’s Facebook page can indicate to family friends that a trusted source recommends this product. The good news is that even though recommendations are increasing in frequency and visibility, the weight they carry with consumers remains significant.

Coupons were once plagued by oversaturation. Customers inundated with weekly circulars and online promotions began to lose interest. All of that changed when “Extreme Couponing” debuted on TLC. Suddenly, everyone realized that coupons could make a big difference, and the practice backfired on retailers.
Facing an overwhelming number of deal-savvy consumers collecting and using coupons, many stores and brands scaled back their coupon programs. In the wake of this trend, coupon fatigue once again set in, and consumers stopped clipping. Luckily, the dearth of coupons has now made those that do arrive in mailboxes or via email suddenly more enticing. They seem special and compelling since there are fewer of them. Coupons jumped in influence this year, coming in right after recommendations from family and friends. Brands looking to attract consumers to try a new product should reconsider issuing coupons. It may just be the push people need to buy something new.
Influential product attributes hold steady in 2013; demonstrating the need to frequently evaluate consumer values.

While the manner in which consumers learn about new products may influence purchasing decisions, specific product attributes can also be powerful sales drivers. The majority of product attributes deemed important by today’s consumers stayed consistent in our 2013 survey, with “Trusted Brand Name” coming in first, cited by 59 percent of consumers as an important feature, followed by “Made in the USA” (57 percent), “No Trans Fats” (46 percent), “Contains Natural Ingredients” (45 percent) and “Made Locally” (44 percent).

It’s no surprise that consumers want to stick with products from brands they already know and like, which is why every brand needs to remember that good customer service and public relations are important to every product launch. Even if a brand is new or consumers are new to the brand, quick and effective customer service can convince experimenting consumers to trust a brand for life. Another reason consumers are highly influenced by trusted brands like Coca Cola, Apple and Doritos is that, aside from liking the products themselves, the act of liking the products constitutes part of consumers’ identities. We call this emotional connection “brand affinity,” and it develops after a consumer has multiple consistently positive interactions with a brand over a long period of time. Consistent, positive interactions should be the goal of every brand’s customer service strategy, whether it’s through social media, email, online, telephone or in-person communication.
A key theme to emerge over the last few years and present in the 2013 MMNPL is where a product originated. Product attributes like “Made in the USA,” “Made Locally” and “Country of Origin” all rank in the top 10 most influential product attributes. This trend began during the recession when American manufacturing and outsourcing were common topics in the news and political discussions. Consumers want to shop responsibly not only because they want to support their fellow Americans, but because domestic and local products promise better quality and American jobs. Consumers experienced factory closings, and recalls and scares relating to foreign foods and products containing toxic or harmful ingredients led them to think again about the country of origin. And who can forget the Chinese factory scandal that caused Apple to implement reform? The promise that the new Macbooks are made in California is conspicuous in the new commercials. The tech giant knows that consumers prefer products made in factories that have humane working conditions. There is a great opportunity for smaller brands to take advantage of this trend. Many small companies are able to produce their products locally because they do not require the volume demanded of larger brands. The lesson here: if your product is made in the U.S., be sure that it is clearly marked on your marketing and on your packaging.

Younger generations appear to have fewer concerns about buying foreign goods. When broken down by generation, “Made in the USA” drops out of the top two attributes for Millennials, while it remains high for all other generations. This finding can be interpreted two ways: The technology and social media that Millennials embrace make the world seem smaller, and as a result, this generation may have developed a more global focus. Buying products from overseas may seem less controversial to them because they do not view other countries as competitors. The other interpretation is that because Millennials are younger and have smaller incomes on average than older generations, they may be simply looking for the best price or the best quality, so they don’t take country of origin into consideration.
Top Influential Product Attributes (All Generations)

- Trusted Brand Name (1): 59.0%
- Made in the USA (2): 57.0%
- No Trans Fat (3): 46.0%
- Contains Natural Ingredients (4): 45.0%
- Made Locally (5): 44.0%
- Country of Origin (6): 42.0%
- Functional Benefits (7): 41.0%
- No High Fructose Corn Syrup (7): 41.0%
- Environmentally Friendly (8): 37.0%
- Low Salt Content (8): 37.0%
- Few Ingredients (9): 36.0%
- Reduced Fat or “Low Fat” (10): 35.0%

Millennials

- Trusted Brand Name: 59.0%
- Multipurpose Features: 46.0%
- Natural Ingredients: 45.0%
- Made in the USA: 43.0%
- No Trans Fats: 42.7%
Television is still #1 for new product discovery and sales, but the multi-stream experience is taking over.

One of the reasons why television advertising and news is decreasing in influence is because the way consumers watch broadcast media is shifting. Television has long been the most-cited source of new product information, and our survey this year shows that 68 percent of consumers still learn about new products from commercials and 42 percent of those consumers are influenced enough by the commercials to try the product. But with the widespread adoption of smartphones, tablets and streaming technology, it is becoming harder for commercials to win consumer attention.

Viewing multiple streams of content is becoming increasingly popular and is changing the way we see commercials, if we see them at all. Nearly 60 percent of the consumers we surveyed reported they browse the Internet while watching TV at least some of the time. Younger generations are even more likely to be multi-tasking, with 64 percent of Millennials and 62 percent of Gen Xers web surfing while watching TV. This is a big opportunity for marketers. More than 30 percent of Millennials say they search online for products they’ve just seen on TV and more than 20 percent of Gen Xers do the same. Brands can boost recognition by offering a specific search term or web address that promises interesting content. These could be videos or reviews from customers, tips and tricks from a spokesperson, or images from social sites of the product. Search engine marketing (SEM) should be an essential component of all launch campaigns, given the new proclivity for web browsing while watching TV. Brands need to be sure that search terms resulting from their TV ads are optimized to guide consumers further down the purchasing path.
Some brands are already displaying a short link or search phrase during the commercial to lure consumers online. Others are using more complex methods, promoting apps like Shazam, which conducts a search based on the audio from the commercial and can produce an online destination for the viewer. This technology allows brands to develop viewer-specific messaging and spend their ad dollars wisely, offering the best new way to reach consumers in a streaming world. Perhaps the most compelling feature of these methods are their integrated analytics and tracking tools, which clearly indicate which ads are generating the most leads or interest. Brands can then hone or repurpose the messaging or content from those ads based on their efficacy.
Dads are the new moms: the gender gap has closed.

When we started the MMNPL survey, women had higher product recall rates in every category except cars and technology. The gap between the genders has tightened every year, and this year it closed. Men and women share the same top five priorities in terms of product attributes that influence their purchasing decisions. In post-recession America, more women are working than men, and more men are choosing to be stay-at-home spouses and fathers. These men are now in charge of cooking, cleaning and shopping, which means brands who want to reach these purchasing decision-makers have had to adjust their marketing accordingly.

In the past few years, brands that air ads showing men as clueless when it comes to household duties or childcare have been harshly criticized online and in the news. Huggies was a memorable example: when its ad bragged that their diapers could stand up to the haphazard way fathers care for babies, it was met with backlash. Journalists, bloggers and countless social media users issued angry complaints, and Huggies was forced to quickly pull the ad, apologize, and approach some notable fathers in the media for counsel on future campaigns. Similarly, tech companies and automotive brands know that with more women bringing home the bacon, keeping their marketing gender-neutral can help them stay competitive. The “Lean In” generation simply won’t allow brands to try and pigeonhole consumers based on outdated gender roles. Brands that have the most success are able to create messaging that appeals to both men and women precisely because they are not designed to favor one or the other.
Difference in percentage of products recalled by women and men, 2011-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Women</th>
<th>Men</th>
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</thead>
<tbody>
<tr>
<td>2011</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>0%</td>
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</table>

In 2013, there was no difference between the percentage of products recalled by women and the percentage of products recalled by men.
SUBCONSCIOUS AND EMOTIONAL INSIGHTS

INSIGHTS                              PAGES
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9  NEW PRODUCT ADOPTION              31
10 PRODUCT LINE EXTENSIONS           32-33
Emotion as a Key to Successful New Product Launch

Imagine the following scene: “In the morning, as you stumble half-asleep through the early moments of your day, a thousand sensory events subtly provoke your emotions. Even after that first cup of coffee or a quick run clears your head, when you’re at the height of your mental powers, you’re still at the sway of countless subconscious influences. These are things that you don’t consciously perceive: the light through the leaves of a tree, the aroma of a bakery down the street, the color and curvature of the cars parked on the curb, the confident posture of someone you walk past. These are all at play in your mind as a mesh of strongly or weakly reinforced connections. From day one, your neurons are linking together in surprising and unexpected ways, like knots in a net. And if you pull up any of those knots, all things linked to it rise too. That’s why one sound, one smell or one fleeting exposure to a brand could leave you feeling unexpectedly nostalgic, ecstatic or welling full of pride.”

– Jeremiah Messer, Senior Analyst, Sentient Decision Science

Products and brands unlock these kinds of emotions in consumers, producing powerful motivations to buy. As marketers, we’ve known in our guts that emotion is key to motivating behavior, but until recently we did not have the technology to quantify gut feelings. That has all changed with the recent rise of neuromarketing research techniques. By measuring the emotional associations consumers have with new products, you can help people reconnect with the emotions that mean the most to them and thereby make meaningful connections to your products and brands.

The emotions evoked by new products might be triggered from memory, like the warm nostalgia we feel when we hear the campaign to “Save the Twinkie,” or the raw visceral reaction evoked by the toasty golden glimmer of the Pretzel Bun atop a sizzling Wendy’s Bacon Cheeseburger, or even by the quick image generated by holding your new iPad mini.

If you measure the neural association networks that people forge between their emotions and new products, marketers can understand the specific motivating emotions and leverage those emotions to create a successful launch.
To meet the need for research on emotional associations, Sentient Decision Science developed Sentient Prime™ implicit research technology. Since Sentient Prime™ is an implicit measure, we learn things that people would never be able to tell us on their own, and we have included that emotional measurement in this year’s MMNPL study. In 2013, we’ve broadened the scope of the research to show how emotional associations with new products are directly related to both the degree of awareness and the purchase of those products. The stronger the positive emotional associations, the higher the awareness and product adoption. This insight is more critical today than ever before due to the increasingly cluttered marketplace, which makes it harder and harder to connect with individual consumers.

For more insight on how to connect emotionally and subconsciously with your customers, visit us at www.sentientdecisionscience.com, or contact us at info@sentientdecisionscience.com or on Twitter @SentientInsight and @aaronashleyreid.

With emotional warmth,

Aaron Reid, Ph.D.

Chief Behavioral Scientist, Sentient Decision Science

*Winner of the 2011 EXPLOR award for the most innovative and impactful application of technology in market research*
Making an emotional connection with consumers is key to cutting through the clutter when launching new products.

Recent insight from behavioral science has revealed that emotion is a key factor influencing the memorability of an event. Sentient Prime™ implicit research technology was used to measure the automatic emotional associations consumers have with new products launched in 2013. This method produces an index of negative to positive emotional associations ranging from zero to 200. The higher the index value, the greater the positive emotional association.

The findings reveal a strong relationship between the positive emotional associations with the product and the level of market awareness.

For example, on the Sentient Prime™ index scale of zero to 200, Wendy’s Pretzel Bacon Cheeseburger had a positive emotional score of 187 and was recalled by 61 percent of consumers. In contrast, Microsoft Surface had a relatively weak emotional score of 85, and just 30 percent of consumers were able to name it among the new product launches in 2013.

The correlation between emotional association and awareness was .81, on a positive scale of 0 to 1. This means that products with strong positive emotional associations were significantly more likely to be recalled than products with weak emotional associations. In fact, for every 10-point increase in positive emotional response on the Sentient Prime™ index scale, awareness of the new product increases 3 percent within the U.S. population.

Correlation Between Recall Ability and Emotion

Products that generated implicit positive emotions were recalled more often. Wendy’s Pretzel Bacon Cheeseburger and Cool Ranch Doritos Locos Tacos both made our Top 10, and had the highest emotional and recall scores.

R = .811

- Emotional Association
- Percentage of people aware of product
- Indicates 2013 Top 10 Product
Positive emotional associations are directly related to new product adoption rates.

While emotion is clearly related to the memorability of a new product launch, the relationship between emotion and new product trial is even stronger. The correlation between emotional associations and product trial was .96 on a positive scale of 0 to 1. This indicates that among the products studied in 2013, the overall positive emotional connection with a new product launch had a nearly one-to-one relationship with the degree of product adoption within the U.S. population.

Consumers are significantly more likely to report the purchase of products that they feel emotionally connected to at the gut level, compared to products generating only weak emotional associations. And this is not just a function of price or accessibility.

For example, Doritos Locos Tacos Cool Ranch had a Sentient Prime™ emotional index score of 188 and product adoption rate of 22 percent. In a contrast, Cracker Jack’d had a positive emotional score of 63 with a product adoption rate of 3 percent.

Correlation Between Recall Ability and Purchase

Food products have a greater purchase conversion than technology products, but Wendy's Pretzel Bacon Cheeseburger and Cool Ranch Doritos Locos Tacos had high emotionality AND high purchase conversion.

The correlation between emotional associations and product trial was .96 on a positive scale of 0 to 1.
New products that are extensions of current brands are more likely to be purchased than new products under a new brand name.

For more than half of respondents (55 percent), the new products they try are usually extensions of brands they already know and trust. In a similar way, 55 percent of consumers report that despite the economic downturn, they have stayed loyal to the brands they regularly buy (while 45 percent have traded down to brands or products that offer more value).

These results reinforce the importance of building an emotional connection with consumers. The emotional associations should be more than just a quick visceral response to the product. The emotional associations should also include a sense of trust in what the brand can deliver. Trust is a key component of positive brand regard (it’s hard to feel good about a brand you don’t trust). These findings point to the greater likelihood of trial when consumers feel a stronger positive emotional connection to specific brands.

Importantly, when we refer to building trust with a brand, in the realm of new products, trust is a larger concept than simply providing a quality product. Consumers need to trust that the new product is staying true to what the brand stands for at its essence.

This is especially true in co-branded launches (where two well-known brands join together and retain both their names in the product) such as the Taco Bell Doritos Locos Tacos product line. The success of the Doritos Cool Ranch flavor worked well because the core attributes of each brand aligned subconsciously with consumers who perceived the product as the perfect pairing for both brands.

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<th>PAGES</th>
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<td>12 BRAND VALUES</td>
<td>62</td>
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PRODUCT LAUNCH RECALL
Recall ability for new products is decreasing, meaning consumers are harder to reach than ever before.

What this means for marketers
Avoid launching a new product during an election year, when political advertising clogs channels. Consider hiring an integrated marketing agency to help with coordination and execution of campaigns.

SOURCES OF INFORMATION
Consumers who used new product information from a variety of channels were more likely to remember a product.

What this means for marketers
Creating a consumer interaction with the brand across media channels can help improve the impact, memorability and viral ability of campaigns.

MEDIA CONSUMPTION
We are seeing significant generational differences when it comes to new product knowledge and consumption, particularly among the Millennial generation.

What this means for marketers
Take generational differences into consideration and determine a strategy to reach specific demographic groups who are target customers for your product launch.
4 SOURCES OF INFLUENCE
Word of mouth remains highly influential, while coupons and online reviews are gaining importance.

What this means for marketers
Use social media to generate buzz and spread the word about your new product. Recommendations from a consumer’s social network are more easily spread than ever, and marketers should take advantage. Be warned that negative reviews can spread just as easily.

5 PRODUCT ATTRIBUTES
Product attributes must be well considered and leveraged through careful positioning.

What this means for marketers
While product attributes stayed consistent overall this year, they do vary, particularly by generation. Research what matters to your constituents and be sure to check in often for feedback.

6 MULTI-STREAM EXPERIENCE
When it comes to discovering new products, television remains the most frequent source. However, viewers are tuning in to multiple screens simultaneously more and more often.

What this means for marketers
Augmenting or complementing your ads with digital content and marketing can generate more leads and provide analytics on your customers.
MEDIA CONSUMPTION PATTERNS
The gender gap in product recall ability has closed; dads are the new moms.

What this means for marketers
Gender-specific advertising must be approached carefully, as men and fathers are becoming greater consumers of many product categories previously thought of as dominated by women. Online communities and blogs for both moms and dads are a great way to gain consumer feedback and spread positive reviews.

EMOTIONAL CONNECTIONS
Successful marketing campaigns are able to cut through cluttered channels, often invoking consumers’ emotionality.

What this means for marketers
Seize opportunities when marketing success occurs; take a page from Twinkies launch, which fascinated consumers and the media by focusing on the return of this iconic sweet. Build on that success with an integrated marketing campaign.

SOCIAL MEDIA
Social media is increasing in validity and reliability as a marketing channel, and brands are launching products using social media as the primary marketing channel.

What this means for marketers
Take advantage. Spreading the word through social is a legitimate strategy, so long as a thorough plan is put into place to respond to a high volume of feedback, both positive and negative.
10 EMOTIONAL PRODUCT LAUNCH
An emotional new product launch is the key to making your new product memorable in a cluttered marketplace.

*What this means for marketers*
In your product launch strategy, isolate specific emotions you are trying to evoke and develop a campaign that has multiple opportunities for consumers to build positive emotional connections with your products.

11 ALIGNING EMOTIONS WITH THE BRAND
Product launches that inadvertently trigger negative associations, or associations that are not aligned with core brand characteristics, will have less chance of market success.

*What this means for marketers*
Managers should test their launch communications using advanced behavioral science techniques to ensure they are triggering the right emotional associations to enhance product memorability and likelihood of trial.

12 BRAND VALUES
A new product coming from an existing brand stands a much better chance of success if it stays true to the brand’s core values.

*What this means for marketers*
Appeal to consumers’ subconscious sense of self-identity (the emotional core of a person) and emphasize the aspects of your product that deliver against those consumer core values. Profiling the marketplace for emotional white space using advanced research techniques can provide you with new opportunities for differentiating your product against the competition.
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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