

2018 Nielsen Innovation Opt-In Cider Design Audit- Enrollment is Open!

What is the Nielsen Innovation Opt-In Design Cider Audit?

- The Nielsen Innovation Opt-In Cider Audit allows cider manufacturers to participate in highly **sophisticated package design research at a drastically reduced cost than a standard project.**
- **With over a 90% cost savings** from a custom package design study, the Opt-In Design Audit will inform you on the strengths and weaknesses of your packaging, allowing you to better understand and develop your brand equity and inform research briefs.
- In the full research report, you will learn how your **current package stands out against competitors, consumer likes and dislikes**, and how your package **supports your brand personality.**
- These results can be shared with distributors and retailers to **highlight the strengths of your brand** in a competitive context and **bolster sales presentations.** You will receive results on all competitive packages included in the Design Audit, giving you **insight into the cider category overall.**

Who can participate?

- Manufacturers of **cider multi packs (bottles or cans)** are the focus of this current opt in audit.
- Cider manufacturers can enroll **as many current, in-market designs** as they want.
- With enough participants, **East Coast and West Coast regionalized segments** will be explored.

What does it cost?

- The cost to enroll in the 2018 Opt In Cider Audit **is \$2,700 per design for USACM members** (a discount compared to \$3,000 per design for non-members).
- This audit has been designed to make packaging research accessible to all sizes of manufacturers. **A standard audit using the same methodology begins at \$30,000.**

Who will see my results?

- Your results will only be seen by the other cider manufacturers who enroll in the audit. Additionally, you will receive results on their designs too.

What do I need to provide?

- All our team needs to get started is a high quality image of your product in multi-pack form.

What is the timeline?

- Nielsen Innovation will be **accepting participation through April 13th.**
- **Final inputs will be needed by April 20th,** with results delivered at the end of May.

Is this my only chance to participate?

- The Nielsen opt-in Audit program is ongoing and cider will be explored at least once per calendar year. Custom solutions are available at any time.

How do I participate or learn more?

- Email Nielsen Innovation team at Jessie.Higgins@nielsen.com for more information