

SPECIAL OFFER- A NIELSEN AND USACM PARTNERSHIP



# CIDER CATEGORY DESIGN AUDIT

Package design is the most critical marketing lever in the cider industry – serving as the main driver of trial and often a sole communication vehicle for the product. However, research has shown a huge disparity between the ability for in-market packages to capture and keep consumer attention, as well as missed opportunities for a pack to support the brand's equity.

**Nielsen's Category Design Audit** measures the strengths and areas of opportunity for in-market cider packaging, providing marketers with a robust understanding of how well the pack design is working for the brand – and if a refresh is warranted.

**OUR FIRST WAVES OF OPT-IN AUDIT CONDUCTED IN THE WINE AND BEER SPACES HAD OVERWHELMINGLY POSITIVE CLIENT RESPONSE, SO WE ARE EXPANDING!**

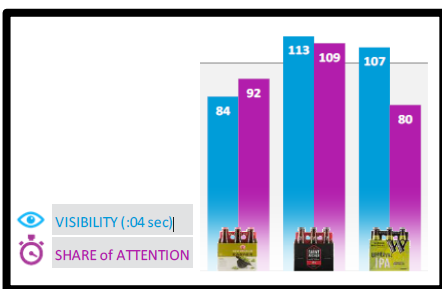
## The “Opt-In” Offer

Nielsen is offering manufacturers in the cider industry the opportunity to measure the performance of their current pack(s) for a fraction of the price of a typical study. Manufacturers will “opt-in” their own pack(s) to include in the Category Design Audit, which will be evaluated among 500+ target consumers, within a competitive context. Nielsen Innovation will potentially divide results into East Coast and West Coast regions based on interest.

## What You'll Receive

Results will provide a robust understanding of each pack, as well as competition, for key pack functions – ability to stand out in a competitive environment, communicate a differentiated personality, and areas of strength or opportunity.

*Example deliverables for illustration only*



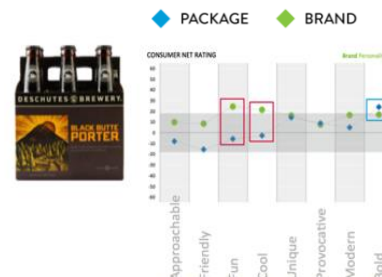
Relative to my competitors, is my design standing out at shelf?



What are the strengths and weaknesses of my design?

**Approachable**  
*Friendly*  
**Provocative**  
**Unique**  
**Bold**  
*MODERN*  
**Authentic**

Are there currently unclaimed traits to be owned?



Does my design convey the desired personality traits based on brand association?

# How does this offer compare to a standard engagement?



## Much less expensive than an independently-commissioned study

Because we are offering this as an “opt-in” study, manufacturers can benefit from the participation of their peers – making the investment much less for each participant. Standard engagements are still available! **Investment is \$2,700 per brand per package for USACM members.** Non-member investment is \$3,000 per brand per package.



## Nielsen will independently manage the inputs

While in an independently-commissioned study, the client determines the competitive set and personality dimensions tested, in this structure Nielsen manages these aspects. We'd still love to hear your input!



## The results will be shared with all companies that participate

In this “opt-in” format, the results will be shared with all participants, compared to an independently-commissioned study where the results are confidential to the contracting party.

## Learn More and Participate

Nielsen Innovation is considering the following for this wave (depending on interest):

Classification	Package Type
Cider	4 or 6-pack cans or bottles
With enough participants, <b>East Coast and West Coast regionalized segments</b> will be explored	

\* **Dates:** Commitment to participate: April 13<sup>th</sup>. Final inputs due: April 20<sup>th</sup>. Results delivered end of May.

If you have a brand with sufficient distribution in one or more of these segments and wish to participate, please contact [Jessie.Higgins@Nielsen.com](mailto:Jessie.Higgins@Nielsen.com) for an agreement form. **We will need your approval to participate, and ask that you submit your brand's image for testing.**

## Additional Resources



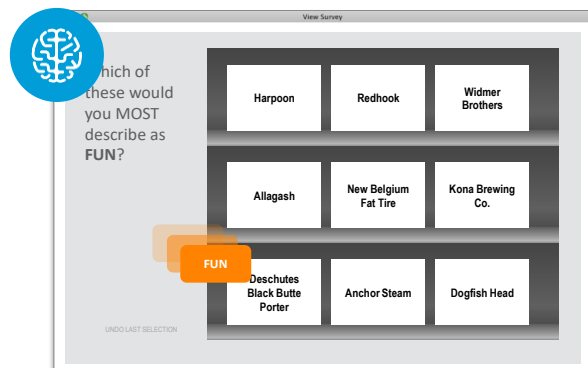
Learn more about Nielsen Design Solutions  
<http://innovation.nielsen.com/design-solutions>



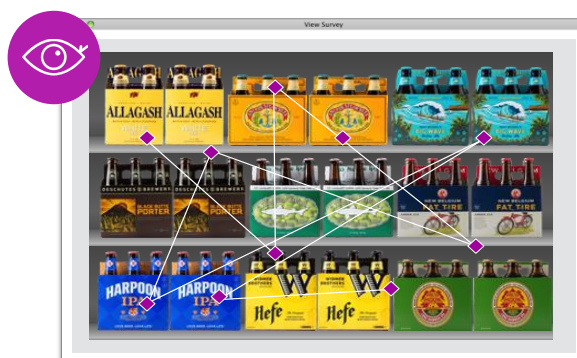
View the report from a recent Design Audit for Craft Beer:  
<http://www.nielsen.com/us/en/insights/news/2017/craft-beer-drinkers-often-judge-a-beer-by-its-packaging.html>

# “OPT-IN” DESIGN CATEGORY AUDIT – METHODOLOGY

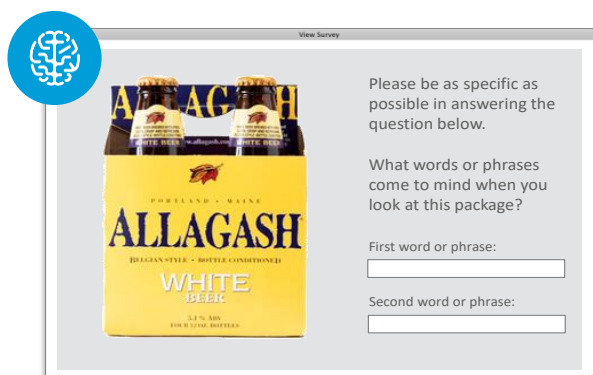
*Respondents are cider buyers within the tested price tier and have purchased the tested category in the past 3 months (n=500+).*



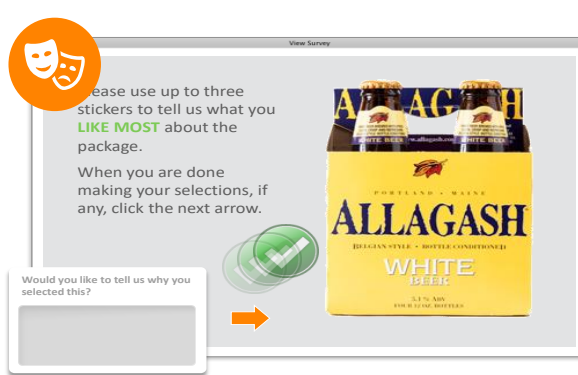
*½ of consumers are exposed to the brand name alone and select which brand name is MOST and LEAST associated with each of 10 pre-identified personality traits*



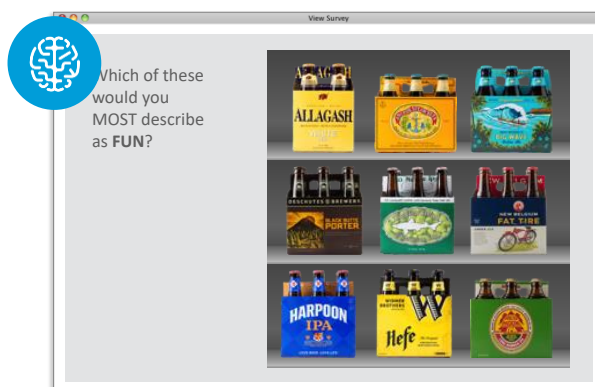
*Consumers are randomly exposed to the competitive context, and webcam-based eye tracking tracks the movements of their pupils, capturing what bottle(s) they look at and how much of their time is spent on each*



*Consumers are shown one bottle at a time, and give the first and second words or phrase that comes to mind*



*Consumers are given a virtual “sticker” to indicate what they like and dislike about the design, and optionally provide comments to explain why*



*The ½ of consumers that didn’t complete Step 1 complete the personality exercise for the design, indicating which design is MOST and LEAST associated with each of 10 pre-defined personality traits*

