



Marketing Services
Product & Service
Portfolio 2007
Europe

nielsen
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Introduction

We have always distinguished ourselves through our unmatched depth of resources and abilities. Today, clients in over 100 countries use our services to address a wide variety of business and marketing issues.

Constant innovation has been the key to giving our clients a more complete view of their markets, and a better understanding of their consumers. The Product and Service Portfolio is intended to create clarity about the various tools and techniques we have created so that clients can make smarter business decisions every day.

In these pages you will find a relevant set of methodologies and tools employed by the world's most successful marketing companies. This reference guide is a handy companion for marketing professionals seeking to be more aware of the latest developments in the field of marketing decision-making and can serve as a useful way of exploring opportunities for growth.

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Retail Measurement Services



Our Retail Measurement Services (RMS) provide continuous tracking of product sales to consumers, based on information gathered at the retail point-of-sale. Clients receive detailed information on sales, market shares, distribution, pricing and promotional activities. RMS information is available in more than 80 countries.



MarketTrack

Design	MarketTrack is a scanning and manual audit tracking product that maximizes coverage in non-scanning channels.
Marketing Issues	Market volume and value sales trends, selling distribution levels, weekly evaluation of price and promotional activities
Analyses Delivered	Score keeping and opportunities around market share, share of trade, sales, segmentation, price, promotions, distribution, new product launches. These analysis can be delivered through i-sights, i-reports or databases (eg. inf*act).
Works With	Analytic Consulting, Store Explorer, In Store Observations, Spaceman
Considerations	Covers a very large retail trade spectrum
Typical Target Audience	Market Research, Marketing, Sales, General Management
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Portfolio Management• New Product Development• Consumer Segmentation and Targeting• Marketing ROI• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation



Retail Index

Design	Retail Index is a manual audit tracking product that usually includes stocks, out-of-stocks and purchases. Retail Index can include scanning stores injection (scanning "look-alike" audit) to maximize coverage.
Marketing Issues	Market volume and value sales trends, distribution levels, evaluation of price, stocks and purchases (manufacturers "push" efforts), out of stocks management.
Analyses Delivered	Score keeping and opportunities around market share, sales, segmentation, price, stock levels, distribution, new product launches etc. These analysis can be delivered through i-sights, i-reports or databases (eg. inf*act).
Works With	Analytic Consulting, Store Explorer, in-store observations, Spaceman.
Considerations	Covers a very large retail trade spectrum where large parts are not available through scanning technology.
Typical Target Audience	Market Research, Marketing, Sales, Logistics Manager, General Management
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Portfolio Management• New Product Development• Consumer Segmentation and Targeting• Marketing ROI• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation

Design	ScanTrack is a scanning tracking product that is delivered weekly (or on weekly aggregates). ScanTrack includes promotional information although in the early stages of the product evolution, the product may be offered without causal information.
Marketing Issues	Market volume and value sales trends, selling distribution levels, weekly evaluation of price and promotional activities.
Analyses Delivered	Score keeping and opportunities around market share, share of trade, sales, segmentation, price, promotions, distribution, new product launches etc. These analysis can be delivered through i-sights, i-reports or databases (eg. inf*act).
Works With	ScanTrack Express, Retail Index, Analytic Consulting, Store Explorer, Instore Observations, Spaceman.
Considerations	Covers the retail trade with POS systems, tends to be the 'Modern Trade' where scanning equipment is available.
Typical Target Audience	Market Research, Marketing, Sales, General Management
Business Issues Addressed	<ul style="list-style-type: none"> • Foresight and Trends • Portfolio Management • New Product Development • Consumer Segmentation and Targeting • Marketing ROI • Channel Strategy and Execution • Brand Health • Performance Tracking and Evaluation

Design

Nielsen | Store Explorer is the brand for all store clustering analysis that uses raw data from ScanTrack / MarketTrack.
There are two versions across Europe:

Automated Nielsen | Store Explorer

- A portfolio of pre-formatted special analyses that re-group stores into clusters according to common characteristics in order to compare the effect of different marketing conditions on brand performance (eg. all stores where brand A has a price premium to brand B, compared to stores where the brands are priced at parity)
- Analyses are performed at a disaggregated level (individual store, individual week) by Nielsen Client Service Executives as part of their everyday job. Results are delivered after 24 hours (overnight processing)
- The automated Store Explorers will be rolled out across Europe with the new European scanning data factory

Customized / Manual Nielsen | Store Explorer

- Same type of analyses as described above but the data extraction and tabulation is done manually by Nielsen experts
- More customization in analysis outputs
- Longer turn-around times than the automated analyses (often up to two weeks)

Local names for these analyses (eg. 'Insights', 'Slice', etc) now discontinued and replaced with regional Store Explorer branding



Analyses Delivered

- Price Band / Price Differential
What is the impact of different price gaps versus competing brands on my brand share?
- Promotional Impact
What is the impact of having a display or feature or both? How does my brand's market share vary in stores where a special pack was listed compared to those where it was not?
- New Product Launch
What is my new product's Rate of Sale in stores where it is listed? Does the new product generate incremental sales?
- Assortment Size
What is the impact of assortment depth on sales?
- Share of Shelf
What is the impact of shelf presence on a product's performance?
- Assortment Combination
What is the impact of various assortment alternatives? What is the best combination of SKUs for brand A to maximize sales?

Works With

Nielsen | ScanTrack
Nielsen | MarketTrack
Nielsen | i-sights

Considerations

Store Explorer analyses do not provide the same benefits or insights as the modeling services provided by Analytical Consulting. A Store Explorer analysis sorts stores in to clusters in order to make new comparisons but does not establish a causal relationship between the variables or enable 'what if' simulations. More sophisticated models as those provided by Analytical Consulting are required to firmly establish causal relationships and to simulate the outcome of potential future actions.

Store Explorer analyses are therefore often done to identify ideas and hypotheses that can be tested and verified further through more sophisticated Analytical Consulting models.

Marketing Issues

Impact on brand market share and sales performance of marketing conditions such as price positioning, promotions, assortment, shelf space and new product introductions.

Typical Target Audience

Brand and Sales Managers



**Business Issues
Addressed**

- Portfolio Management
- New Product Development
- Marketing ROI
- Channel Strategy and Execution
- Brand Health
- Performance Tracking and Evaluation



Store Tests

Design	Nielsen Store Tests measures the effect of various marketing plan elements in a selection of stores prior to large scale implementation. The method is a controlled store test where the planned activities are tested in a set of stores and the results compared to a control group of stores with no activity.
Marketing Issues	Covers all new activities that a manufacturer would like to test before any national or European roll-out: <ul style="list-style-type: none">• New product launch / Packaging changes• New promotion activities (various display, coupon, in-store sampling)• Shelf location / space allocation• New price band positioning
Analyses Delivered	The sales response (rate of sales) to the test variables is measured through a proprietary matched store panel. Conditions are controlled within specific stores and chains, allowing evaluation of consumer reactions to various test variables.
Works With	Nielsen ScanTrack Nielsen MarketTrack
Considerations	Retailer agreements needed to perform testing – Nielsen can assist the manufacturer in selling in the need for a controlled store test to the retailer. If required, Nielsen Field can also assist the manufacturer / retailer in the execution of the test variables in the stores.
Typical Target Audience	Brand and Sales Managers
Business Issues Addressed	<ul style="list-style-type: none">• Portfolio Management• New Product Development• Marketing ROI• Channel Strategy and Execution





Consumer Panel Services



Consumer Panel research tracks the purchasing behaviour of consumers in over 260,000 households in 28 countries worldwide, primarily through the use of in-home scanners. Panel information reveals consumers' purchasing from all outlets they visit and provides insights into who is buying, methods of payment, use of coupons and participation in frequent shopper programs.



Homescan® Choice Segmenter

Design	Advanced Statistical Analysis using actual purchases to segment consumers into clusters according to similarities in their buying patterns.
Business Issues	How can I best target my marketing budget? Does 'one size fit all? And if not then what can I do about it?'
Analyses Delivered	Purchase decision tree. Importance of each product 'characteristic' in the purchase hierarchy Importance, demographics and purchase behavior of each consumer cluster.
Works With	Customized Research attitudinal data. Homescan <i>Panel Views</i> .
Considerations	Works best with Categories which exhibit diversity and large assortments. Can be linked to a Homescan <i>Panel Views</i> to analyze clusters together with psychographics.
Business Issues Addressed	<ul style="list-style-type: none">• Consumer Segmentation and Targeting



Homescan® *Intended User*

Design Panelists are triggered to enter who is (are) the Intended User(s) for specific products when they scan their daily purchases. Question is triggered as a pre-defined list of EANs that have been previously downloaded to their Hand Held Terminal.

Business Issues Who is using my products within the category? How much of consumption is linked to which individuals in the households?

Analyses Delivered Intended User's demographics.

Works With Nielsen | Homescan or Nielsen | MyScan

Considerations Intended User is a good approach when a link to end-users is needed, yet not absolutely vital in order to understand the category dynamics (eg: shampoo, cosmetics and items of individual personal care).

Business Issues Addressed

- Consumer Segmentation and Targeting
- Brand Health
- Performance Tracking and Evaluation



Homescan® *PanelFact for Windows*

Design

Nielsen | Homescan *PanelFact for Windows* is the name of the tool used by Nielsen associates (and Clients) to execute a portfolio of consumer panel special analyses. These analyses access disaggregated panel data in order to provide insights beyond what a user can achieve with an aggregated tracking database.

PanelFact for Windows ("PFW") specific USPs are: consistent all over the world, almost instantaneous turnaround of analysis, pre-formatted charting outputs.

Business Issues

- Performance Tracking
- Brand Health
- Marketing ROI
- Retailers and Shoppers
- Brand Portfolio and Assortment
- Segmentation and Targeting
- New Product Development

Analyses Delivered

Most common analysis:

- Market Summary
- Brand Shifting
- New / Lost / Retained Buyers
- Heavy / Medium / Light Buyers
- Combination Purchase Analysis
- Distribution Analysis
- Trial and Repeat
- Sourcerer*
- Shopper Optimizer*
- Store Shifting
- Basket Analysis

Other Key capabilities:

- On-the-fly / customizable creation of 'Buyers Groups' or 'Shoppers Groups' based on virtually any combination of purchases, demographics, products, channels, retailers, timeframe, etc.
- On-the-fly / customizable creation of product list if required

* Sourcerer and Shopper Optimizer are powered by *PanelFact* for *Windows* but marketed as distinct capabilities, due to the high level of sophistication of the models.

Works With

Nielsen | ScanTrack
Nielsen | MarketTrack
Nielsen | i-sights
Nielsen | Homescan *Tracking Service*

Considerations

- Refreshed at the same frequency and dates as the subscribed Nielsen | Homescan tracking database (identical product list as well)
- Accessible by Clients through the Web (Nielsen | Homescan *PanelFact Remote*)
- Analysis priced on a consumption basis (by analysis) or as a pre-paid 'forfeit', depending on client size.
- Analysis are done by Nielsen Client Sales and Service team (ie: generalists), and are key input for issue based presentations and workshops



**Business Issues
Addressed**

- Foresight and Trends
- Portfolio Management
- New Product Development
- Consumer Segmentation and Targeting
- Marketing ROI
- Channel Strategy and Execution
- Brand Health
- Performance Tracking and Evaluation

Homescan® *Panel Views*

Design	Household panelists are surveyed on their attitudes or lifestyles. Responses are then linked with actual purchase behavior.
Business Issues	Deeper understanding of target market, using attitudes and lifestyles to explain the 'why' behind the 'buy'.
Analyses Delivered	Relationship between purchases and specific attributes can be analyzed. Analysis can go from simple cross-tabulations (eg: % buyers X response), up to more complex psychographics and typologies.
Works With	Other consumer panel analysis (eg: demographics, cross purchases, etc). Can also work in relation to a customized research segmentation or typology project (could become a tracking of pre-segmented consumers groups), or with Media.
Considerations	In general, should not be used if the business issue does not require a link to actual purchases behavior (this link is the key USP of Homescan <i>Panel Views</i>).
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Consumer Segmentation and Targeting• Brand Health

Homescan® Shopper Missions

Design	Typology of shopping baskets, aimed at building groups of similar shopping occasions (ie: Missions). Missions are defined through Factor Analysis, based on Homescan transactional data containing baskets descriptions (basket amount, number of items in basket, % of items on deal, presence of selected categories), and can be complemented by a Homescan <i>Panel Views</i> survey on shopping habits / motivations.
Business Issues	For which purpose are households going for shopping? Is my category a specific destination to go shopping? How are retailers / banners positioned against different shopping missions?
Analyses Delivered	Syndicated or Customized Shopping Missions. Groups description , % Trips, % Value, analysis of categories, Brands and Key Retailers against each Mission.
Works With	Homescan Trade solutions (eg: <i>TradePlanner</i>).
Considerations	Shopper Mission has been developed in the UK, and is owned by Homescan Analytical Group. Shopper Mission is sold as a one-off or as a Consulting Project.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Channel Strategy and Execution

Homescan® Shopper Optimizer

Design

PanelFact for *Windows* analysis providing incremental penetration of products. The model determines the additional penetration of selected lines or selected characteristics (eg: flavors) to a 100% basis (eg: category, brand), etc.

Business Issues

- Which products could be dropped with minimal to no impact on my buyer base?
- Which products have the highest likelihood of buyers switching to another item in the line if no longer available?
- With which products can a retailer / manufacturer reach the highest number of buying households?
- Which products offer opportunity to expand reach within a retailer or geography?

Analyses Delivered

The PFW model provides: % Cumulated Penetration in the Category*, Cumulative Penetration, Additional Penetration, Penetration, Exclusive Penetration %, Share of Requirement, Frequency of Purchases, % Repeat, Purchases Concentration.

* : the 100% basis.

Works With

Analytic Consulting Assortment Optimization Models (eg. Assortman): this analysis provides a complementary view behind Sales optimization.
Homescan Trade Solutions (eg: *TradePlanner*).

Considerations

This analysis is in fact the PFW 'Range Optimizer' model, re-branded and marketed as Shopper Optimizer (global branding alignment).

Shopper Optimizer needs to be positioned carefully in relation to RMS / sales optimization assortment models. It is not a competing approach, but a complementary one, which gives a 'consumers / buyers base' view in addition.

Business Issues Addressed

- Portfolio Management
- Channel Strategy and Execution



Homescan® Sourcerer

Design	Developed via BASES experts to evaluate pre and post new launch sales to assess actual fluctuations caused by the new launch. Attributes changes over and above what a non-buyer would have expected.
Marketing Issues	KPIs on expected consumer movement due to a brand launch or line extension. Enables understanding of underlining success and failures.
Analyses Delivered	Compares new category buyer volume to a normative expectation of the category. Calculates the increase / decrease consumption and contrasts that rate change to other items in the category.
Works With	New launch evaluation module within consumer panels. Winning Brands for new launches.
Considerations	Different and far superior to simple brand switching analysis for new launches (which tend to over claim new buyers). Difficult to explain reasons for difference in methodology from Switching analysis to clients.
Business Issues Addressed	<ul style="list-style-type: none">• New Product Development

Homescan® Tracking Service

Design

Ongoing subscription to Nielsen | Homescan gives access to a Tracking Database, which contains all core measures of consumer behavior for the subscribed category / categories.

This Tracking Database is refreshed according to a periodic schedule depending on client requirements (eg. once a year, once every quarter, every four weeks).

Business Issues

- How does Consumer behavior evolve?
- Who is buying and how much?
- How do Share-of-Trade of Channels and Retailers evolve?

Analyses Delivered

Tracking Database contains :

- All major consumer Panel measures : Penetration, Weight of Purchase, Repeat, Average occasion per Buyer, Share of Requirements (loyalty)
- A set of geographies, channels and retail accounts: Total Country, Regions, major channels*, major retailers*
- A set of key demographics breakdown of households: by age*, size*, affluence*, occupation*, education*
- Three years of history, split in yearly results, quarterly or four weekly details, depending on the level of subscription
- A "Product List", detailing information from Total Category down to relevant Segments / Brands / Products. This "Product List" is, when relevant, a fully compatible extract of your Retail Measurement tracking database

* Standards are country dependent.

Works with

Nielsen | ScanTrack
Nielsen | MarketTrack
Nielsen | i-sights
Nielsen | Homescan *PanelFact for Windows*



Considerations

Subscription to Nielsen | Homescan also gives *de facto* access to *PanelFact For Windows*, as the Tracking Database is automatically loaded onto PFW at the subscribed refresh frequency.

Nielsen | Homescan *Tracking Service* is the requirement to set up Nielsen | i-sights for Consumer Panel. Prices for i-sights apply as per commercial policy on top of the tracking subscription. Integrated i-sights **are not** priced at a premium versus CPS standalone version.

Business Issues Addressed

- Foresight and Trends
- Portfolio Management
- New Product Development
- Consumer Segmentation and Targeting
- Marketing ROI
- Channel Strategy and Execution
- Brand Health
- Performance Tracking and Evaluation

Homescan® TradePlanner

Design	Analysis of purchases across retailers / banners which calculates loyalty to retailers and splits their lost expenditures across competitive retailers / outlets.
Business Issues	<ul style="list-style-type: none">• What are the strengths and weaknesses of retailers across categories?• Are shoppers loyal?• Where else do they buy the category apart from my shops?
Analyses Delivered	Provides assessment of retailers strengths on categories together with a benchmark (Sector, Total FMCG and / or Total Trips). Reports Share of Trade, % Propensity, % Loyalty, purchase behavior descriptions (% Penetration, Weight of Purchases, etc.), and Lost Expenditures by retailer / banner.
Works With	All Consumer Panel Trade analyses.
Considerations	A simplified version of <i>TradePlanner</i> is available on <i>PanelFact for Windows</i> . Some retailers would tend to use <i>TradePlanner</i> as a semi-continuous, tracking tool (quarterly update).
Business Issues Addressed	<ul style="list-style-type: none">• Channel Strategy and Execution• Performance Tracking and Evaluation

MyScan™
(only available in the United Kingdom)

Design

Nielsen | MyScan uses proven technology and a methodology based on miniature portable key fob scanners, that record individuals' purchases for 'out of home' consumption, captured at the point of sale, eliminating the need for diaries or recall.

Purchase data is collected rapidly each week, via the Internet, from a representative sample of individuals including men and women aged 11 or older.

Categories covered: Snack Foods, Biscuits, Confectionery, Gum, Soft Drinks, Tobacco

Marketing Issues

Covers key impulse categories and all the relevant channels including grocery stores, convenience stores, vending, education, work and leisure to create an accurate measurement of market volume, value purchases trends, and impulse shopping patterns. Also includes demographic profiles of consumers within the impulse sector.

Analyses Delivered

All major Consumer Panel measures are delivered in MyScan: Penetration, Weight of Purchase, Repeat, Average Occasion Per Buyer, Share of Requirements (loyalty).

In addition, MyScan has special analyses covering time of day/day of week of purchase, who consumed the product and where the product was consumed.

MyScan also works with Nielsen's Global Consumer Analysis tool, *PanelFact*

Works With


Homescan / Homepanel
PanelFact
Nielsen Retail Measurement

Considerations

MyScan can be complemented with MyScan PanelViews Surveys

Typical Target Audience

Market Research, Marketing, Sales, General Management



**Business Issues
Addressed**

- Foresights and Trends
- Consumer Segmentation and Targetting
- Channel Strategy and Execution
- Performance Tracking and Evaluation

Customised Research Services



Our diverse and powerful suite of Customized Research services help clients obtain qualitative and quantitative measures of consumers' attitudes and purchasing behavior, customer satisfaction, brand awareness and equity, advertising effectiveness and other marketing issues.



ads@work™, ads@work online

Design	<p>ads@work: Two-stage test.</p> <ul style="list-style-type: none">• Stage 1 - CAPI based interview of about 15-20 minutes.• Stage 2 – consists of semi-structured “diagnostic” interviews with sub-set from Stage 1 sample. Usually, we will interview 125-150 respondents in phase one and the sub-set consists of about 25-30 people. <p>ads@work online is a modified version of the above, adapted for delivery online. No second stage is used in the online version.</p>
Marketing Issues	<p>Advertising effectiveness against communication objectives. Benchmarking against rival or past executions.</p>
Analyses Delivered	<p>Evaluates ad based on EPIC series of measures ie Empathy, Persuasion, Impact and Communication. In addition ie: to the quantitative measures, also provides qualitative inputs to help in refining the advertising.</p>
Works With	<p>Independent and aligns with Winning Brands. EPIC communications measures provide link with ads@work, packs@work communications studies.</p>
Considerations	<p>Fundamentally, this method is a test of whether the advertising materials submitted meet the communication objectives of the client. It is not a mechanism for testing whether the concept or message of the ad is the most appropriate. Client must provide ad objectives upon confirmation of project.</p>
Business Issues Addressed	<ul style="list-style-type: none">• New Product Development• Consumer Segmentation and Targeting• Performance Tracking and Evaluation



Customer eQ™ *online*

Design	Initial qualitative phase for developing the eQ model, key drivers and input for behavioural scales. Followed by face to face, telephone or online interview of selected customers in either consumer or business to business field.
Marketing Issues	Customer Relationship Management, Customer Retention, Organizational Alignment and Benchmarking. <ul style="list-style-type: none">• Customer equity, loyalty and vulnerability. What drives customer satisfaction and loyalty?• Customers' evaluations on services received at customer touch points such as helpdesk, technical service, billing, etc. What are their respective strengths and weaknesses?• Benchmarking against competition or service process leaders, customer segmentation and value analysis to identify opportunities for improvement
Analyses Delivered	KPI on customer "health", commitment and vulnerability with comparison against key competitors / benchmark companies. Drivers of customer satisfaction and loyalty. Performance by customer segments, by branch (eg. banks), by sales representatives (eg. pharmaceutical) and key customer accounts. Competitive gap analysis on performance and strategic resource allocation priorities. Tactical resource allocation and incremental analysis on improvement.
Works With	Linking to Employee eQ™ <i>online</i> KPI for customer-employee alignment by department / service functions eEquip Workshops for root cause analysis and action planning for change implementation based on Customer eQ™ <i>online</i> findings. Linking to Winning Brands for a total approach to brand and customer relations management.
Considerations	Winning Brands derives drivers through indirect approach via regression analysis while eQ uses a direct approach. Explaining the difference between BEI and eQ™ <i>online</i> index. Distinguishing eQ and Winning Brands especially for 'one-brand' type of clients such as Telecoms and Banks.



**Business Issues
Addressed**

- Foresight and Trends
- Consumer Segmentation and Targeting
- Channel Strategy and Execution
- Performance Tracking and Evaluation



Design	Qualitative study using techniques / analytics based on recent developments in cognitive psychology. Can use variety of qualitative techniques, but typically uses mini-groups, dual moderators and a structured post-group analysis session.
Marketing Issues	<ul style="list-style-type: none">• Richer understanding of brand choice dynamics• Improved ability to relate brand perceptions to behavior• Improving choice of tactical / promotional efforts• Understanding of sources and extent of underlying attachment to brands• Definition / description of opportunities to provoke brand re-evaluation among consumers• Improved definition of key behavioural / purchase trigger
Analyses Delivered	<p><u>Omega Rules</u>: Analysis of sources and underlying triggers that drive habitual brand choice behaviours.</p> <p><u>Delta Moments</u>: Times when brand habits are re-evaluated. Brand histories – stereotypical timelines showing context of brand relationships. Description of categories of mental rules sets (allowing for later quantitative segmentation). Brand deconstruction (social, cultural, brand personality contextualisation).</p>
Works With	Winning Brands, Mystery Shopper Studies, ShopperTrends, Category Management services, consumer panel and retail promotional effectiveness research.
Considerations	Groups may be longer than average. Client observation encouraged, but immediate post-group de-briefing may not be possible due to the need to carry out structured post-group analysis session.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• New Product Development• Consumer Segmentation and Targeting• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation



Design

Brand³ is a holistic brand health management consulting service that converges insights from Retail Measurement, Consumer Panels and Customized Research. It connects brand equity, shopping style, purchase behavior and category performance to drive brand growth.

In markets where consumer panels do not exist, substitute metrics from Customized Research are included.

Marketing Issues

- Invigorating a stagnant category or stem declining category sales
- Integrated analyses that probe whether the brand is achieving sales that are consistent with its brand equity
- Development of brand positioning strategies that link increases in brand equity to market-share growth
- Identifying new product opportunities
- Insights into pricing and promotional strategies, such as whether the brand has been over-promoted and would benefit from a larger investment in long-term brand building
- Strategies to engage shoppers pre-store and in-store to drive brand growth

Analyses Delivered

- Category Health & Outlook, Category switch triggers, Choice Mechanisms, Brand equity index and relationship with brand share, Brand Typology, Brand Positioning, Brand Buzz, Pricing footprint, Promotion effectiveness, In-store and Pre-store activation influences
- Brand Builder Modeling : For a brand share growth target, how much do you have to push the equity needle? Which equity levers (awareness, consideration and brand image) and to what extent need to be moved to achieve the desired equity growth?

Works With

Retail measurement data, consumer panel data, Winning Brands and DeltaQual

Business Issues Addressed

- Brand Health
- Category growth strategies
- Brand Positioning
- Activation strategies : new product development, advertising, buzz, price, promotions, distribution and packaging



Employee eQ™ *online*

Design	Standardized questionnaire with nine key HR measures applicable company-wide with minor customization. Classroom or online data collection, annually or quarterly.
Marketing Issues	Human Resource Management, Employee Retention and Organizational Alignment. <ul style="list-style-type: none">• Employee equity, loyalty and vulnerability. What drives employee satisfaction and loyalty to stay or leave?• Employee's evaluation on their working environment such as career development, leadership, job interest and challenge etc. What are their respective strengths and weaknesses?• Employee segmentation by departments, length of service and management level for strategic HR planning (attraction and retention of staff and succession planning) and HR management (leadership, team building and staff development)
Analyses Delivered	<ul style="list-style-type: none">• A balanced scorecard with KPI on employee equity, highlighting level of staff motivation vis-à-vis de-motivation, stayers versus seekers• Pull and Push drivers of employee retention and attrition.• Critical areas to focus for attraction and retention strategies• HR performance in the nine key factors measured, highlighting strengths and weaknesses across work groups / functions
Works With	Linking to Customer eQ™ <i>online</i> KPI for customer-employee alignment by department / service functions. Employee eQ™ <i>online</i> for root-cause analysis and action planning for change implementation based on Employee eQ findings.
Considerations	Managing the segmentation of employees to establish the linkages. Confidentiality of small employee samples for reporting.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Consumer Segmentation and Targeting• Channel Strategy and Execution• Performance Tracking and Evaluation



Shopper eQ™ *online*

Design	Targeted at modern retailers or hypermarkets, supermarkets and convenience stores. Standardized questionnaire with minor customization. On-site face to face or off-site telephone / online interview.
Marketing Issues	<ul style="list-style-type: none">• Shopper equity, loyalty and vulnerability. What drives shopper satisfaction and loyalty?• Shopper's evaluation on services such as product assortment, physical comfort / safety, cashier service and facilities received during their shopping experience. What are the respective strengths and weaknesses?• Benchmarking against competition, shopper segmentation and value analysis to identify opportunities for business improvement
Analyses Delivered	<ul style="list-style-type: none">• KPI on shopper "health", commitment and vulnerability with comparison against key competitive retailers / other benchmark companies• Drivers of shopper satisfaction and loyalty• Performance by shopper segments, by retail chain, by branch by loyalty cardholders• Competitive gap analysis on performance and strategic resource allocation priorities• Tactical resource allocation and incremental analysis on improvement
Works With	ShopperTrends, Supply Chain eQ™ <i>online</i> , and Employee eQ™ <i>online</i>
Considerations	Coverage of branches and shoppers within each branch.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Consumer Segmentation and Targeting• Channel Strategy and Execution• Performance Tracking and Evaluation



Design	Internet-driven customized research. Sample sizes usually 100-500 depending on design. 20-25 minute questionnaire. Could be run in a CLT / Internet café to survey non-Internet users. (CAPI version to be available Q1 2004).
Marketing Issues	Building KPIs for expected packaging performance, comparing existing versus new packs, etc. Pack design in terms of image conveyed, perceived functionality, shelf impact etc.
Analyses Delivered	EPIC communications KPI measures (see Nielsen ads@work). Preferences, suggested improvements, quality of impact, link / relevance / appropriateness of pack to brand image and expectations, competitive comparison.
Works With	Essentially ad hoc but can be part of a broader research programme. EPIC communications measures provide link with Winning Brands, packs@work communications studies.
Considerations	Saves on client generating pack prototypes (expensive) by using high-resolution computer graphics. Packs can be rotated on screen to give a pseudo 3D effect. However, set up time is needed for graphics so allow extra time for set up.
Business Issues Addressed	<ul style="list-style-type: none">• Portfolio Management• New Product Development



Supply Chain eQ™ *online*

Design	NEW: in development. One-time qualitative phase for developing the eQ model and a quantitative phase to establish industry standards for benchmarking. Syndicated, quarterly tracking by telephone or online interview of a trade panel.
Marketing Issues	<ul style="list-style-type: none">• Trade Partners Relationship and Supply Chain Management• Retailer equity, commitment and vulnerability.• What drives retailer satisfaction and commitment?• Retailers' evaluations on services received along the value chain such as order and delivery, business support, billing, etc. and uncover their respective strengths and weaknesses• Benchmarking by product category, channel segmentation and value analysis to identify opportunities for business improvement
Analyses Delivered	<ul style="list-style-type: none">• KPI on trade customer "health", commitment and vulnerability with comparison against key competitors / benchmark companies• Drivers of business relationship• Performance by channel and retail chains / key accounts.• Competitive gap analysis on performance and strategic resource priorities• Tactical resource allocation and incremental analysis on improvement
Works With	RMS' suppliers and retailers' sales, out of stock situations and market share in the respective channels. Advertising spend, ShopperTrends, Shopper eQ™ <i>online</i> and Employee eQ™ <i>online</i> .
Considerations	Managing the sample for Customer eQ to ensure consistency with retail classifications.



ShopperTrends

Design	Online or face-to-face in home interviews of main household shoppers and key influencers countrywide or in main urban centres – 40-45 minute interview. Annual or 6-monthly study. Covers around 50 countries with samples of 500-2000+.
Marketing Issues	Measuring equity in retailer branding. Shopper's perceptions of key retail chains and changes in General Shopping Behaviour. Eg: <ul style="list-style-type: none">• Where shoppers buy key product types• Purchasing patterns across different stores• What customers like - and don't like - about supermarkets• Incidence of customers planning to take up Internet shopping The strength of the relationship between key chains and their shoppers
Analyses Delivered	Store Equity Index for key retailers (based on Winning Brands Methodology), Trade Sector usage model, Store Repertoire, Store Relationships, Store Attribute Associations and Category Purchasing analysis. Available in a number of formats, including: <ul style="list-style-type: none">• Individual country reports• Regional summary of key comparisons• Full regional report
Works With	Retail Measurement Scanning and Audit data, CPS data, Advertising expenditure data and other CR studies. Complements specific eQ retailer studies on customer loyalty / value.
Considerations	Some lesser developed markets, covers key urban centres only, not total country. Focus is on household grocery shopping not total retail spend.
Business Issues Addressed	<ul style="list-style-type: none">• Channel Strategy and Execution



Winning Brands™ Foresight

Design	Face to face, telephone or online interview of target consumers for the specific product field or general household/adults sample – a 15 to 50 minutes interview. Can be continuous, periodic or ad hoc.
Marketing Issues	Threat Potential (resilience of brand in face of increased competition) and Growth Potential (incremental return on increased marketing activity).
Analyses Delivered	Strategic Marketing Plan (Brand Salience, Brand Meaning, Competitive Focus) Tactical Marketing Plan (Shopping Habits, In-store “triggers”, Consumer Targeting).
Works With	Retail measurement scanning and audit data, consumer panel data, advertising expenditure data, Winning Brands Categories module. Can quantify DeltaQual findings and complement eQ studies (combine total brand health perspective with specific customer development model).
Considerations	Aligns better with other data when continuous, but on discrete (ad hoc) measures still should be aligned with brand share data from RMS (equity versus market reality) and consumer panel brand repertoire data.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Portfolio Management• New Product Development• Consumer Segmentation and Targeting• Marketing ROI• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation



Winning Brands™ Adtrack

Design	A module within Winning Brands focusing on advertising communication issues. Uses ads@work principles of evaluating ads but in a simpler version. Similar to Winning Brands studies, face to face or telephone interviews of target consumers for category or general household / adult sample. It can be used as part of on-going tracking survey, periodic dipstick or ad-hoc.
Marketing Issues	Advertising campaign effectiveness in relation to GRPs. Relates the campaign to brand equity.
Analyses Delivered	Key measures of advertising performance based on Empathy, Impact and Communication elements. Tracks advertising effectiveness against GRPs and modelling to determine awareness response to specific campaigns.
Works With	Media measurement data, Advertising expenditure data and Core WB Equity results. EPIC KPI measures link with ads@work and packs@work.
Considerations	Starting point is accurate identification of specific executions (prompted ad). Can be used as stand-alone and added into client's existing specific study.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Portfolio Management• New Product Development• Consumer Segmentation and Targeting• Marketing ROI• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation

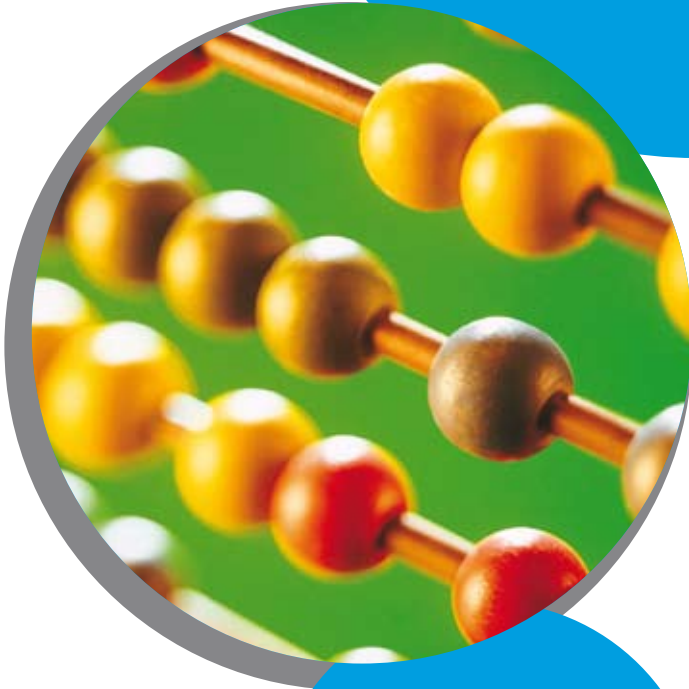


Winning Brands™

Design	Face-to-face, telephone or online interview of target consumers for the specific product field or general household / adults sample – a 15 to 50 minutes interview. Can be continuous, periodic or ad hoc.
Marketing Issues	Brand equity, advertising effectiveness - campaign comparisons if undertaken on a continuous basis, market segmentation, category health analytics.
Analyses Delivered	Brand Equity Index for client brand(s) and competitors, comparisons to BEI norm bank, brand leverage analysis, advertising effectiveness for execution and media (GRP) spend. EPIC advertising diagnostics, category health KPI measures.
Works With	Retail measurement scanning and audit data, consumer panel data, advertising expenditure data, Winning Brands <i>Categories</i> module. Can quantify DeltaQual findings and complement eQ studies (combine total brand health perspective with specific customer development model). EPIC communications measures provide links with ads@work and packs@work communications studies.
Considerations	Aligns better with other data when continuous, but on discrete (ad hoc) measures still should be aligned with brand share data from RMS (equity versus market reality) and consumer panel brand repertoire data.
Business Issues Addressed	<ul style="list-style-type: none">• Foresight and Trends• Portfolio Management• New Product Development• Consumer Segmentation and Targeting• Marketing ROI• Channel Strategy and Execution• Brand Health• Performance Tracking and Evaluation



Analytic Consulting



Our advanced Analytic Consulting Services help clients address such key business issues as pricing, promotion, marketing mix, assortment and product rationalization, category structure and in-store, in-market test evaluation.

Assortment Optimization

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Assortment Consultant.

- Basis for recommendations: econometric model using store-level Nielsen weekly scanning to define the optimal product range in order to maximize the value of categories. Available at the macro level (store / aisle / meta-category optimization) as well as micro level (segment / product portfolio / brand / sku optimization)
- Data source: Nielsen's causal RMS sample

Marketing Issues

Maximise category value through optimal ranging from brand through category to total store.

- What are the interactions between product groups? What is the real contribution of each product to the value of the category: are niche products all legitimate on shelf, what is their opportunity cost relative to faster selling products?
- What is the optimal balance between segments / brands / pack-sizes / flavours, and between private label and branded products?
- Which products must be on shelf to drive the maximum value for the retailer; which products can be de-listed to create space for better products or innovations?
- What assortment should be implemented for a given store type: do different trade channels have different range needs?

Analyses Delivered

- Presentation delivering a summary of the key highlights
- Quantitative analysis on the performance of the products in the category: assessing each product's contribution to the value of the category, net of its interaction with the rest of the range
- Range recommendations (product portfolio, category management, full range) for various store types (per retailer, store size, region, etc.)
- Strategic consultancy to manage the category in terms of future developments advising on the right balance between segments / brand types / price ranges / pack-sizes, etc

Works With

In a client project often combined with:

- Analytic Consulting's Market Structure / Preference Segmentation service, to identify consumer decision-making hierarchy, as an input to the assortment project design

Also:

- Nielsen Homescan to combine retail-based measures with consumer insight in order to establish the response of consumers to range in-store
- Nielsen Merchandising Services applications (Product Planner; Spaceman) to allow further inputs from other data sources, and for in-store visualisation. Note: Analytic Consulting Assortment Optimisation links directly to Product Planner

Considerations

Typical Target Audience

- FMCG Retailer: buyers; marketing management
- FMCG marketing: brand marketing; category management
- FMCG sales: trade marketing

Nielsen Competitive Benefits

- Experienced assortment consultants and local market expertise
- Proven approach that optimises assortment based on the incremental benefit of each item, leveraging the accuracy of store-level data and benchmarking
- Global reach and consistency
- Synergy with Nielsen / Nielsen services – eg. RMS, Homescan

Business Issues Addressed

- Portfolio Management
- Channel Strategy and Execution
- Performance Tracking and Evaluation

Forecasting

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Forecasting Consultant.

- Basis for recommendations: short-term to long-term forecasting of category, sub-category or brand sales (or market share); typically national or for total channel
 - for short-term forecasts (up to one year) the approach is traditional time series / regression modelling
 - for longer-term forecasting a propensity modelling approach is used
- Data source: Nielsen's RMS data

Marketing Issues

Improve business planning through better forecasting of demand

- Long-term strategic planning
- Projecting economic and consumer trends
- Logistics and supply-chain planning
- Forecasting marketing plan impacts

Analyses Delivered

- Presentation delivering a summary of the key highlights.
- Short-term forecasts: ranges from simple trend and seasonality forecasts to more in-depth macro-level demand drivers and forecasts based on future marketing plan inputs
- Longer-term forecasting: on the basis of market share, identifies the propensity for switching and interaction between brands or between categories, accounting for both short-term promotional impacts and longer-term interactions. This switching propensity is then used to project long-term evolution of share

Works With

Can be used as an input to other Analytic Consulting projects and simulation applications:

- decisionSMART Business Assessor, Marketing Mix Planner
- Also:
- Nielsen RMS

Considerations

Typical Target Audience

FMCG marketing: brand management; category management.
FMCG corporate: strategic planning; logistics; finance.

**Nielsen
Competitive
Benefits**

- Experienced independent forecasters and local market expertise
- Regional reach and consistency
- Synergy with Nielsen / Nielsen services – eg. RMS, Homescan

**Business Issues
Addressed**

- Foresight and Trends

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Launch Management Consultant.

- Basis: Benchmark excel tool based on integrated monthly retail and consumer data using graphics and scorecards to evaluate new products' monthly performance versus category launches of past two - three years and to project first year's performance
- Data source: Nielsen's RMS and Homescan data

Marketing Issues

Improve Launch Management through assessment of initial in-market performance.

- What are the relevant KPI's for my new product and its category?
- What is my new product's performance regarding volume, market share, distribution, average rate of sale, trial rate, repeat rate, loyalty, etc. in the first 12 months after launch?
- How can the performance be evaluated, compared to my brand, competition, segment, category or individually chosen benchmarks?
- Is my new product on track with regard to annual goals?
- Based on initial in-market performance, how will my product perform after one year?

Analyses Delivered

- Early warning indicator of launch performance; recommendations for adapting launch execution to improve performance
- Graphs indicating monthly KPI performance of new product versus selected benchmarks from all category launches during past three years
- Application to project performance of new product against KPIs over the first 12 months of launch.
- Scorecard to monitor performance versus plan or benchmarks. Benchmarks are updated for all new products in first 12 months

Works With

In a client project often combined with:

- Analytic Consulting's Launch Analyzer service tracking performance in initial handlers during first few weeks after launch
- Also:
- Nielsen BASES for pre-launch forecast of launch plan, and for product launch expertise
 - Nielsen Homescan analytics for deeper insight into and understanding of consumer behaviour

Considerations	List of benchmark products is pre-selected and then reconciled with clients. Benchmarks can be set up individually.
Typical Target Audience	<ul style="list-style-type: none"> • FMCG marketing: brand management; market research / consumer insight
Nielsen Competitive Benefits	<ul style="list-style-type: none"> • Experienced launch management consultants and local market expertise • Easy-to-use application with integrated retail and consumer insight • Regional reach and consistency • Synergy with Nielsen / Nielsen services – eg. BASES, RMS, Homescan
Business Issues Addressed	<ul style="list-style-type: none"> • New Product Development • Performance Tracking and Evaluation

Market Structure / Preference Segmentation

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Consultant, in conjunction with Homescan experts.

- Basis for recommendations: behavior-based model using Nielsen's Homescan data to explain the importance of product attributes to the purchase decision of consumers within a category and to build targetable segments of consumers based on commonalities of their purchase behaviour
- Data source: Nielsen's Homescan Panel.

Marketing Issues

Identify areas of strength and opportunity for own product portfolio.

- What attributes do consumers value most?
- Which products compete with each other?
- Are there gaps in my product portfolio?
- Are there opportunities for new product development?
- Which consumer segments are most important?
- Which consumer segments should be targeted for brand growth?

Analyses Delivered

Presentation delivering a summary of the key highlights.

- Category Tree revealing the influence of product's attributes on purchase decision
- Attribute importance weights
- Relevant set within the competitive environment.
- Assessment of strengths and weaknesses of current portfolio.
- Analysis to understand consumers: WHO is buying WHAT and WHY?
- Identification of segments for growth; recommendation for innovation initiatives
- Roadmap for targeting the identified segments with regard to positioning, communication, distribution, promotion and pricing strategies

Works With

In a client project often combined with:

- Other Analytic Consulting services (Price, Promotions, Mix, Assortment, Launch) as it delivers the consumer perspective on all elements of the marketing mix, providing the "reason why" for implementing an new marketing strategy

Also:

Nielsen [Homescan](#) to dig for deeper information on consumers purchase behaviour, attitudes, TV habits, preferred magazines etc.

Considerations

Requires strong support from client when set-up is designed to understand client's objectives and expectations. It is crucial to tailor products and characteristics taken into the study based on the client's questions.

Typical Target Audience

- Category Managers who use the analysis to help retailers stock, merchandise and sign the category in line with consumer preferences
- Marketing Managers who use the analysis to gain insight into how consumers shop and what product attributes matter most
- New Product Teams who use the analysis to size the potential market opportunity for various new or enhanced product attributes

Nielsen Competitive Benefits

- Consumers' actual decision-making hierarchy (ie. the Market Structure) is likely automatic and unconscious. Analytic Consulting approach to define attribute hierarchies are based on observed purchase patterns, not stated importance by consumers; our approach does not measure thoughts, attitudes and intentions, but actions.
- Based on Nielsen | Homescan
- All outlet coverage
- Geographical dispersion
- Not a volume switching based model. As a result it does not over-emphasize one time switch patterns as a driver in the structure. Nor does it adversely handicap small share / niche items, giving them an opportunity to position themselves in the structure
- Global reach and consistency
- Synergy with Nielsen / Nielsen services – eg. RMS, Homescan, BASES

Business Issues Addressed

- Portfolio Management
- New Product Development
- Consumer Segmentation and Targeting

Portfolio Marketing Mix

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Marketing Mix Consultant.

- Basis for recommendations: econometric model using Nielsen's weekly scanning data to explain the impact on a product's performance, of its marketing mix (Price, Promotions, Media). Generally in Europe, price and promotions are modelled at the store-level, media at a regional or market-level. Some client projects focus only on the media component.
- Data source: Nielsen's causal RMS sample; monthly audit can be used if weekly scanning is not available; potential to add promotion detail based on client's own information. Also possible to use client's own data for other channels

This description focuses on the media component of marketing mix.

See Price Optimization and Promotion Optimization services for details relating to pricing and promotion strategies.

Marketing Issues

Improve marketing effectiveness based on understanding the return on investment (ROI) in marketing mix

- Offers an independent evaluation of the key drivers of marketing ROI, especially price, promotion and media.
- Enables clients to reduce risk in their critical budget allocation decisions between these key investment areas
- Detailed assessment of media strategy and execution, including evaluation by media type (TV, radio, press, outdoor) and by campaign / copy. Allows for advice on future media planning

Analyses Delivered

- Presentation delivering a summary of the key highlights
- Recommendations for future marketing mix strategy based upon the client's objectives
- Review of key sales drivers ("due-to" analysis), assessing the relative contribution of base (underlying) sales, promotions and media
- Measurement of ROI in promotions and media.
- Media analysis options: effectiveness by type of media, and by individual campaign; evaluation of the long-term contribution of media
- Benchmarking against other brands / geographies
- Media planning and simulation: to test different future media plans based on project results and learning on media lay-down, GRP weights, and strategy

Works With

In a client project often combined with:

- decisionSMART Business Assessor, Marketing Mix Planner

Also:

- Nielsen Homescan to combine retail-based measures with consumer insight in order to establish the response of consumers to marketing

Considerations

Requires strong support from client to understand all aspects of the media environment, brand objectives, creative content, etc. – so that results can be fed back in a meaningful way to media and marketing departments.

Typical Target Audience

In addition to target audiences for Price and Promotion Optimization:

- FMCG marketing: brand / customer management
- FMCG media function
- FMCG finance: also benefits
- Media agencies

Nielsen Competitive Benefits

In addition to benefits for Price and Promotion Optimization:

- Truly independent, objective marketing mix evaluation and advice
- Experienced marketing mix consultants and local market expertise
- Delivered by local consultants supported by established group of media specialists
- Global reach and consistency
- Synergy with Nielsen / Nielsen services – eg. RMS, Homescan, Nielsen Media Research

Business Issues Addressed

- Marketing ROI

Price Optimization

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Pricing Consultant.

- Basis for recommendations: econometric model using Nielsen's store-level weekly scanning data to explain the impact of changes in the regular price of a product and its price differential to other products
- Data source: Nielsen's causal RMS sample; monthly audit can be used if weekly scanning is not available. Also possible to use client's own data for other channels

Marketing Issues

Improve volume and / or profit by understanding key price relationships within the category, and the impact of potential price changes.

- How will a change in price affect sales and profit?
- Should competitive price movements be followed?
- Is a Hi-Lo strategy (higher shelf price, low promotion price) more effective than an EDLP strategy (Every Day Low Pricing)?

Analyses Delivered

- Presentation delivering a summary of the key highlights
- Recommendations for future price changes / strategy based upon the client's objectives
- Ranking of regular Price elasticities
- Identification of pricing relationships with other products
- Benchmarking versus other items / brands / categories / geographies
- Simulation of different pricing scenarios to test and compare potential price changes on volume and profit

Works With

In a client project often combined with:

- Nielsen Promotion Optimization or Portfolio Marketing Mix to provide a detailed understanding of the crucial elements of a marketing plan.
- decisionSMART Business Assessor, Marketing Mix Planner

Also:

- Nielsen Customised Research (BPCM) to establish potential impact of price movements significantly outside levels previously observed
- BASES Price Advisor to evaluate pricing strategy of new product concepts.

Considerations

In-store pricing may be largely controlled or dictated by retailers and / or government legislation. This should be taken into account when making recommendations.

Typical Target Audience

- FMCG marketing: brand / customer management; category management; pricing manager
- FMCG sales: sales director; national / key account teams.
- FMCG finance: also benefits

Nielsen Competitive Benefits

- Experienced Pricing Consultants.
- Global normative database for benchmarking
- Separates regular price effects from short-term promoted price effects: the approach is sensitive to different marketing activities which drive different consumer behaviour, and have different financial consequences
- Store-level data is the best input when evaluating store-level activity (pricing); greater accuracy in our results means better decision-making
- Global reach and consistency
- Synergy with Nielsen / Nielsen services – eg. RMS, Homescan

Business Issues Addressed

- Portfolio Management
- Marketing ROI

Promotion Optimization

Design

Analytic Consulting project customised to meet the needs of the client, managed by an experienced Promotion Consultant.

- Basis for recommendations: econometric model using Nielsen's store-level weekly scanning data to explain the impact on a product's performance, of its own and competitive products' promotion activity
- Data source: Nielsen's causal RMS sample; monthly audit can be used if weekly scanning is not available. Potential to add promotion detail based on client's own information. Also possible to use client's own data for other channels

Marketing Issues

Maximise ROI by understanding which promotional mechanics work best for item / brand / category.

- What is the ROI of promotional spend?
- Which mechanics work best to drive item / brand / category results?
- Which promotions achieve volume and profitability targets?
- Which promotions steal volume from a competitor?
- How should promotional strategies differ by account / channel?
- What is the brand's underlying performance (net of promotion effects)?
- What is the trend for incremental volume and volume lost to competitor promotions?

Analyses Delivered

- Presentation delivering a summary of the key highlights
- Recommendations for future promotion plans / strategy based upon the client's objectives.
- Ranking of best / worst promotional activities at item / brand / category level
- Identification of promotion relationships with other products
- Benchmarking versus other items / brands / categories / geographies
- Simulation of different promotion plans to test and compare the impact of scenarios on volume and profit

Works With

In a client project often combined with:

- Nielsen Pricing Optimization or Portfolio Marketing Mix to provide a detailed understanding of the crucial elements of a marketing plan
- decisionSMART Business Assessor, Trade Performance Manager, Marketing Mix Planner

Also:

- Nielsen Homescan to combine retail-based measures with consumer insight in order to establish the behaviour of consumers during promotions

Considerations	To provide detail by individual promotion activity, the client may need to supply promotion calendars for their own and competitor brands.
Typical Target Audience	<ul style="list-style-type: none"> • FMCG marketing: brand / customer management; category management • FMCG sales: sales director; national / key account teams; trade marketing; promotions manager
Nielsen Competitive Benefits	<ul style="list-style-type: none"> • Experienced promotion consultants • Global normative database for benchmarking • Separates regular price effects from short-term promoted price effects, and the components of each promotion campaign: the approach is sensitive to different marketing activities which drive different consumer behaviour, and have different financial consequences • Store-level data is the best input when evaluating store-level activity (promotions); greater accuracy in our results means better decision-making • Global reach and consistency • Synergy with Nielsen / Nielsen services – eg. RMS, Homescan
Business Issues Addressed	<ul style="list-style-type: none"> • Portfolio Management • Marketing ROI

BASES®



BASES helps clients grow through successful innovation on their brands. Its consultants bring this objective to life using BASES industry-leading forecasting models, the world's largest database of new products, and proprietary initiative optimization tools. BASES offers services that span the entire new product development spectrum, ranging from early-stage tools for innovation strategy all the way to sophisticated initiative commercialization models. BASES is available in virtually any country around the world.

Design	Consumer interviews. Monadic or sequential monadic (maximum three concepts exposure). Single or Multi-cell design, with 150-175 respondents per cell.
Marketing Issues	Market opportunity evaluation at early stage in NPD process. Identifies major consumer barriers and motivators.
Analyses Delivered	<ul style="list-style-type: none"> • BASES Database Comparison vs. 75,000 concepts previously tested on concept key measures (purchase intention, liking, price value, new and different) • Concept Potential Score (a volumetric index) • Year one ballpark volume estimate based on rough marketing assumption (optional) • Sales split by SKU • Drivers and barriers to trial • Consumer Sourcing
Works With	As a first stage screener to select for BASES II, etc. Clients use retail, Media and CPS data as input to the marketing plan.
Considerations	For multiple concepts, concepts should have a noticeable degree of differentiation. Otherwise monadic design will be required.
Business Issues Addressed	<ul style="list-style-type: none"> • New Product Development

Design	Consumer interviews with minimum n=250-300. Monadic concept test.
Marketing Issues	What is the volume potential of new product or line-extension product? How can the initiative or launch plans be strengthened?
Analyses Delivered	<ul style="list-style-type: none"> • Year one and two consumer unit volume with confidence interval. • Free launch plan simulation. Free validation • BASES database comparison on key measures • Consumer sourcing • Franchise Growth Analysis (on line extensions) • Drivers and limiters to trial, recommendations to improve initiative • Line optimisation for concept with multiple SKU • Full presentation leveraging BASES new product expertise
Works With	BASES Price Answers Desktop, BASES Attvisor, BASES Key Driver Analysis and other BASES Diagnostics.
Considerations	Flexible design. Need the study background and decision required for study design. One cell for one concept. Testing on full mix (brand, positioning, SKU and price).
Business Issues Addressed	<ul style="list-style-type: none"> • New Product Development

Design	Consumer interviews - sample with minimum concept n=300-500, after-use n=150-200 (depend on country). Monadic concept-product test. In-home placement.
Marketing Issues	What is the volume potential of new product or line-extension product? How can the initiative or launch plans be strengthened?
Analyses Delivered	<ul style="list-style-type: none"> • Year one - three consumer unit volume with confidence interval. Free final launch plan simulation. • BASES Database comparison of over 75,000 concepts and 15,000 products previously tested on key measures • Sourcing and franchise growth analysis • Diagnostic analysis • Analysis for concept with multiple SKU • TURF analysis for concept with multiple SKU • Full presentation leveraging BASES new product expertise
Works With	BASES Price Answers Desktop, BASES Attvisor, BASES Key Driver Analysis and other BASES Diagnostics.
Considerations	Flexible design. BASES needs the study background to understand the decisions that will be made for study design. Tests full mix (brand, positioning, SKU and price, product).
Business Issues Addressed	<ul style="list-style-type: none"> • New Product Development



BASES® Price Answers Desktop

Design	Consumer interviews. Respondents will be exposed to a concept board without price and a competitive board (recommended). Mostly pre-trial, but can also handle concept plus product.
Marketing Issues	Identify the volume potential at a range of prices. Helps suggest recommended launch price.
Analyses Delivered	If Standalone: Volume potential and value potential at a range of prices (index against a selected price point). If conducted with BASES I or II: Unit volume at a range of prices.
Works With	New product and LX: BASES I and II. Relaunch: BASES Restager. Established brand: in-market sales (assume no change in marketing support).
Considerations	More complex design needed if there are price relationships between different items/sizes in the line.
Business Issues Addressed	<ul style="list-style-type: none">• Pricing decisions• Volumetric impact of price changes for a new brand prior to launch.

BASES® Product Improvement Analysis (PRIMA)

Design	Analysis included in BASES II Consumer interviews. Based on diagnostic ratings on test product.
Marketing Issues	Identify potential product improvements which have the biggest impact on repeat purchases.
Analyses Delivered	A chart indicates the importance of each product dimension and whether improvement will warrant strong impact on repeat purchase.
Works With	BASES II
Considerations	Need to include all possible product dimensions where product improvement can be considered.
Business Issues Addressed	<ul style="list-style-type: none">• New Product Development

A photograph of a space shuttle launch, showing the shuttle ascending against a clear blue sky. The shuttle is white with black and orange accents. The image is partially cut off on the right side.

BASES® - Franchise Growth Analysis

Design	Included in BASES I and II studies.
Marketing Issues	Measure the change in the parent brand franchise due to the line-extension launch, estimating dynamics beyond consumer switching.
Analyses Delivered	Percentage change to the franchise (parent brand) under different marketing scenarios.
Works With	BASES I, BASES II
Considerations	
Business Issues Addressed	<ul style="list-style-type: none">• New Product Development• Incrementality

Design	Consumer interviews. Sample size requirement depend on type of BASES test (<i>Pre-BASES, BASES I or BASES II</i>)
Marketing Issues	What is the volume potential of a restage/relaunch initiative?
Analyses Delivered	Volume potential of relaunch initiatives under different marketing scenarios; BASES Diagnostics. How to improve initiative and launch plans. Consulting using BASES depth of restage experience (over 3,300 cases).
Works With	
Considerations	Flexible design. BASES needs the study background and decision required for study design. One cell for one concept-product mix. Tests full mix (brand, positioning, SKU and price, product).
Business Issues Addressed	<ul style="list-style-type: none">• Relaunch of established brands



BASES® *introSCAPE*™

Design	Included in BASES I and BASES II studies. Framework can also be applied to a concept outside of a consumer study, using BASES Concept Assessment Tool.
Marketing Issues	Identify mix (positioning, product, package, pricing, etc.) improvement opportunities for a new product prior to launch. Use a model of the consumer adoption process to identify areas of competitive advantage/disadvantage to better manage a new product launch.
Analyses Delivered	Full analysis, including an assessment of findings and optimization consulting, for the test initiative using the proprietary introSCAPE framework. The "SCAPE" is an acronym for Salience, Communication, Attraction, Point of Purchase, and Endurance, the five marketing issues at the heart of the introSCAPE framework.
Works With	All BASES I and BASES II studies, BASES Concept Assessment Tool
Considerations	The introSCAPE framework is BASES state-of-the-art method for providing diagnostic guidance to new product marketers. It is included at no additional cost in BASES I and BASES II.
Business Issues Addressed	New Product Development



Merchandising Services



Our team of experts work with retailers and manufacturers around the world to deliver business-driven, easy-to-implement solutions that provide a measurable return on their investment in managing assortment and in-store space. We help them make key decisions on issues such as shelf inventories, shelf space, category growth opportunities, product listings and how best to distribute merchandising information.



ProductPlanner

Design	Assortment planning software tool designed to assist retailers and manufacturers in determining the optimal selection of products at the SKU level for categories in stores.
Marketing Issues	Understanding the correct product mix at SKU level to ensure the best possible selection of items is available within a targeted market coverage percentage. Will also update any planograms created with Nielsen Spaceman software.
Analyses Delivered	Opportunity gap analysis. Fair share calculations for new items. Delivered Market coverage analysis. Various financial calculations such as ROI.
Works With	<ul style="list-style-type: none">• Retail market level data• ScanTrack Named Chain Data if available• Retailer POS data, Analytic Consulting Assortment Optimisation output• Homescan data• Any custom data that the end client may have
Considerations	Direct from Retailer POS data not always a reliable information source because it is not properly 'cleansed'. Data must be consistently coded at all sources.
Typical Target Audience	Category Managers and Space Planners in retailer and manufacturer organisations.
Business Issues Addressed	<ul style="list-style-type: none">• Portfolio Management• Channel Strategy and Execution• Performance Tracking and Evaluation



Spaceman Suite

Design	<p>Visual micro merchandising software suite designed to create and evaluate customer-focused planograms. Provides an advanced replenishment model, financial analysis, superior data integration and automation / customisation capabilities to replicate virtually any in-store environment. Spaceman suite consists of five distinct solutions designed to meet specific business needs.</p> <p>Spaceman Application Builder Customized, automated merchandising and integration.</p> <p>Spaceman Professional High end production merchandising with external customisation capabilities.</p> <p>Spaceman Stock Planner Utilise decision support capabilities that assist in finding the balance between stock on shelf and consumer demand.</p> <p>Spaceman Merchandiser Create and revise Merchandising plans using a wide range of fixture types.</p> <p>Spaceman Viewer View and print merchandising plans designed by other users.</p>
Marketing Issues	<p>Number of facings and amount of inventory by SKU on store. Optimal physical location of products (brands) on store shelves. Visual merchandising impact of products (brands) based on aesthetics.</p>
Analyses Delivered	<p>Profitability improvements through reduction of store over and under stocking. Return per space used. ROI (Return on Inventory Investment). Cross-category profitability comparisons.</p>
Works With	<ul style="list-style-type: none">• Retail market level data• ScanTrack Named Chain Data if available• Retailer POS data• Product and store shelf physical measurements• Product photo digitalized images
Considerations	<p>Direct from Retailer POS data not always a reliable information source because it is not properly 'cleansed'.</p>



Typical Target Audience

Space Planners in retailer and manufacturer organizations.

Business Issues Addressed

- Channel Strategy and Execution
- Performance Tracking and Evaluation

Spaceman StorePlanner

Design	Macro space management software tool that assist retailers plan, modify and deploy profitable store layouts.
Marketing Issues	Make fact based decisions for new and existing store layouts leading to store design productivity improvement, enhanced communication between departments and ultimately greater ROI from the available merchandisable space.
Analyses Delivered	Space allocation and category adjacencies analysis. Fixture inventory reports. Financial performance of category/ department within an entire store. Highlight of hotspots in stores.
Works With	Spaceman planograms, CAD drawings.
Considerations	Spaceman has to be installed on user PC.
Typical Target Audience	Space Planner, Merchandisers of medium to large national supermarket chains that have data co-operation agreements with Nielsen followed by smaller, regional supermarket chains, drug stores, convenience and other retail formats that have data co-operation.
Business Issues Addressed	<ul style="list-style-type: none">• Channel Strategy and Execution• Performance Tracking and Evaluation



Insight Enablement & Technology



We provide clients with a wide range of software tools and delivery methods designed to put the right information on the desks of decision-makers at the moment they need it. These tools range from advanced analytical and data-management systems for sophisticated users to standard reports for end-users that are automatically refreshed when our databases are updated.

Answers Desktop

Design	Software application suite to build and distribute end-user application using Fourth Generation programming language.
Marketing Issues	Build templated report application, and distribute end-user application or report ready to be analyzed.
Analyses Delivered	<ul style="list-style-type: none">• End-user ad hoc Report in different format• Decision Support Applications to navigate in multidimensional dB
Works With	Nielsen Inf*Act dB SQL dB compatible with Relational Star Schema Data Model
Considerations	Enabled to deliver MS Office files. Fourth Generation language, with any programming skill required to build end-user application.
Typical Target Audience	Decision Makers Analysts and Application Developers

Design	One global portal to all Nielsen content <ul style="list-style-type: none">• Analyses Tools• Market Information• Client Content
Marketing Issues	<ul style="list-style-type: none">• “All You Need In One Place”• Ease of access (any one, any place, any time) to comprehensive, relevant and actionable information
Analyses Delivered	<ul style="list-style-type: none">• Access to a wide range of content permissioned at individual level• Same look and feel globally• Multiple language selections
Works With	Nielsen.com Nielsen i-sights Nielsen full portfolio of services and content
Considerations	Destined to become the primary client delivery vehicle for all Nielsen information and non-application content and an integral part of the client user experience and Nielsen value proposition.
Typical Target Audience	All client users

Design	End-user interface targeted at a broad range of client users offering a guided and intuitive analysis package to allow quick and effective identification of key market and brand developments and high level causal factors of volume / share change.
Marketing Issues	<ul style="list-style-type: none"> • “Tell Me What Happened” – performance tracking • “Show Me Where To Look” – advise / prompts • “Show Me What’s Important” – key indicators • “Help Me Present” – presentation preparation
Analyses Delivered	<p>For Manufacturers:</p> <ul style="list-style-type: none"> • ScanTrack / MarketTrack • Retail Index • Homescan • Integrity • Multi-Country <p>For Retailers:</p> <ul style="list-style-type: none"> • Category Review • Performance Review • Supplier Review <p>For both Retailers and Manufacturers:</p> <ul style="list-style-type: none"> • Store Level
Works With	Answers Portal Nielsen data scopes (RMS, CPS , CRS, MS)
Considerations	Offered optionally to clients but strategy is to reach 100% penetration and conversion and incorporate into core Nielsen service deliverables (data+tools). Long term objective to replace Nitro.
Typical Target Audience	i-sights reach out to current users + twice as many new users – primary target audience: Marketing, Sales and Senior Management at all levels.

NITRO

([Nielsen Interface to Microsoft Office](#))

Design	End-user interface fully integrated with MS Office, that enables building of customized reports in Excel, Power Point and Word.
Marketing Issues	Tracking and analysis of performance by building customized reports in MS Office environment accessing multidimensional data base.
Analyses Delivered	<ul style="list-style-type: none">• End-user ad hoc Report in MS Office• Decision Support Application to facilitate end-user navigation in multiple reports
Works With	Nielsen Inf*Act dB SQL dB compatible with Relational Star Schema Data Model
Considerations	Fully integrated with Excel and MS Office. Highly appreciated by Excel users.
Typical Target Audience	Decision Makers Analysts with MS Excel knowledge





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