

# Winning with Innovation

## An Introduction to BASES



BASES

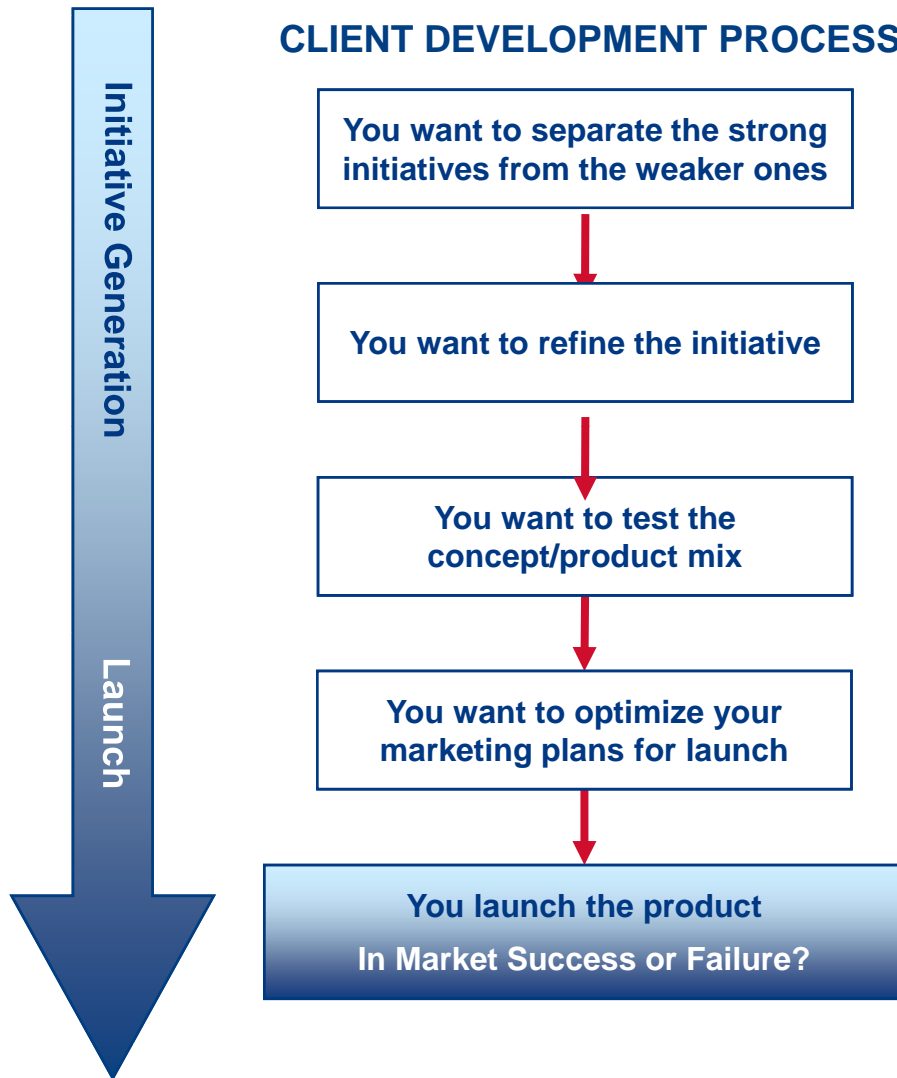
# Agenda

- Overview of BASES
- Our Services

# What is BASES?

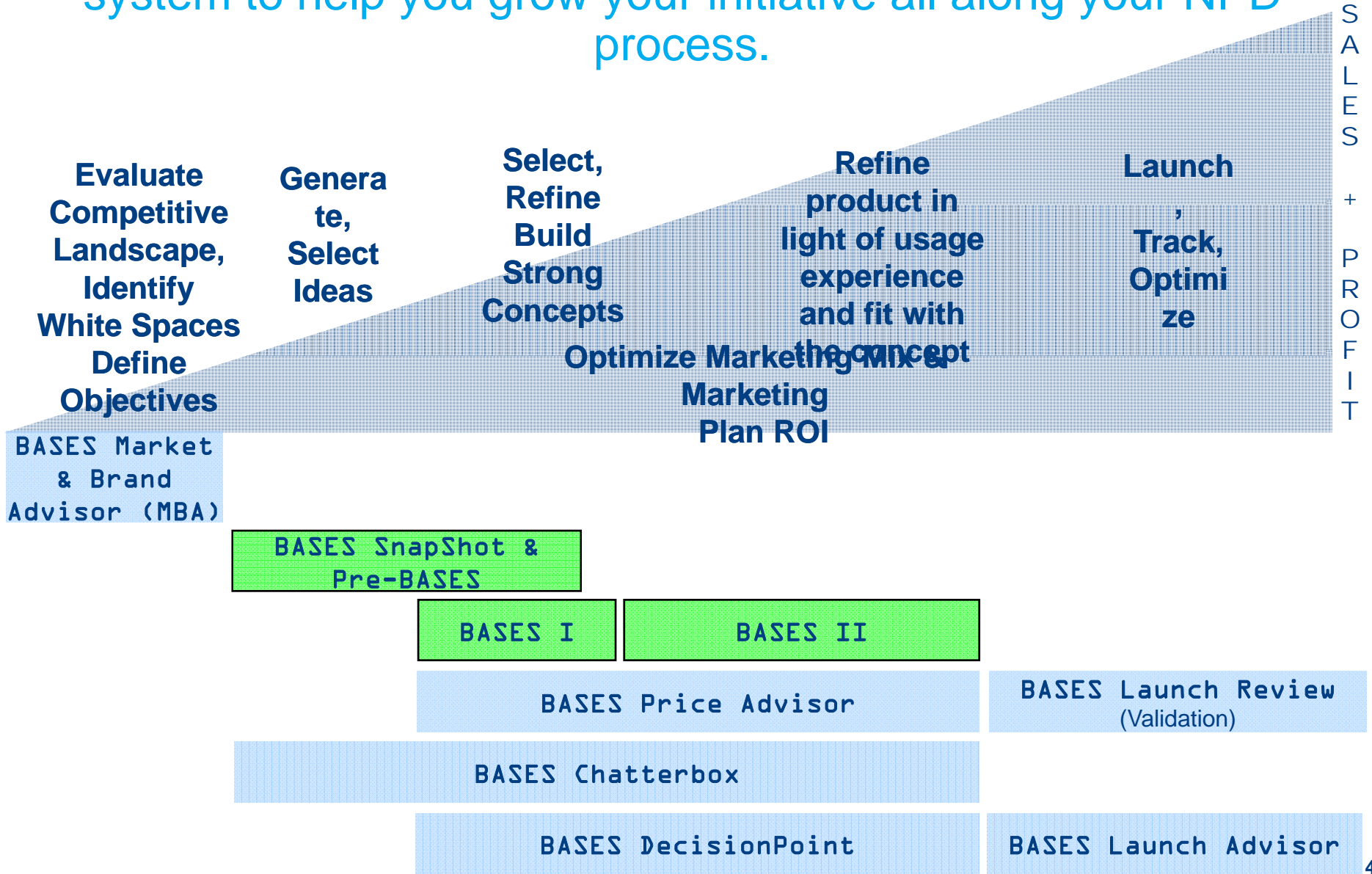
- Our mission is to **help our clients grow through successful innovation** on their brands.
- We use a **pre-market** sales forecasting system:
  - Measures consumer interest in **new initiatives and relaunches**
  - Combines consumer measures with marketing plan information to **forecast sales volume**
  - All **prior** to marketplace introduction
- The system is used to **evaluate, diagnose, and improve** the potential of new product initiatives and relaunches.

# Innovation Process



- BASES provides new product advice and consultancy
  - Measures consumer interest in **new initiatives**
  - Combines consumer measures with marketing plan information to **forecast sales volume**
  - All **prior** to marketplace introduction
- Used to evaluate, diagnose, **and improve** the potential of new product initiatives and relaunches
- BASES can lead the client through the whole development process

BASES offers more than “Go/No Go” evaluations, with a flexible system to help you grow your initiative all along your NPD process.

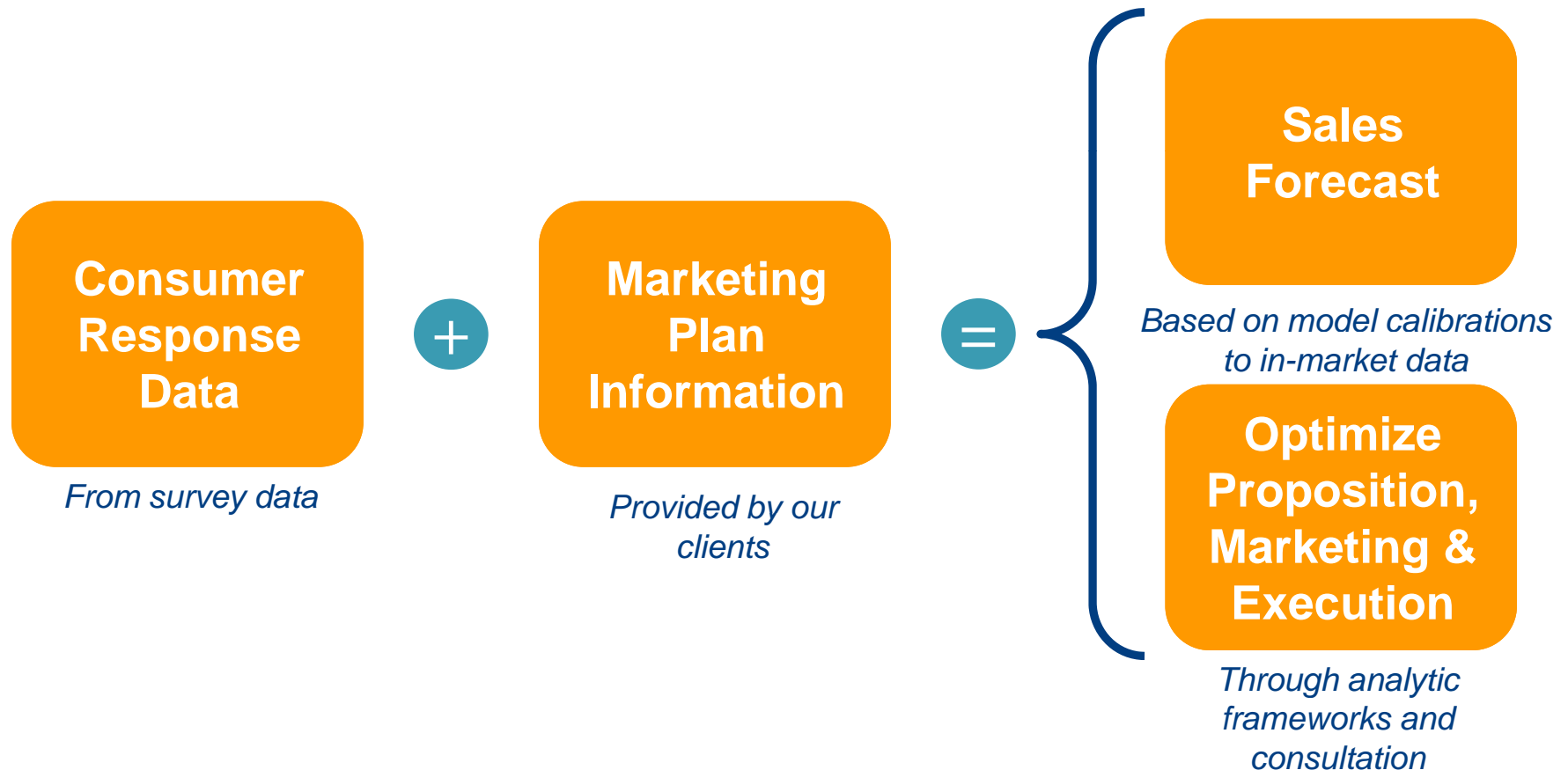


# BASES Answers Business Questions

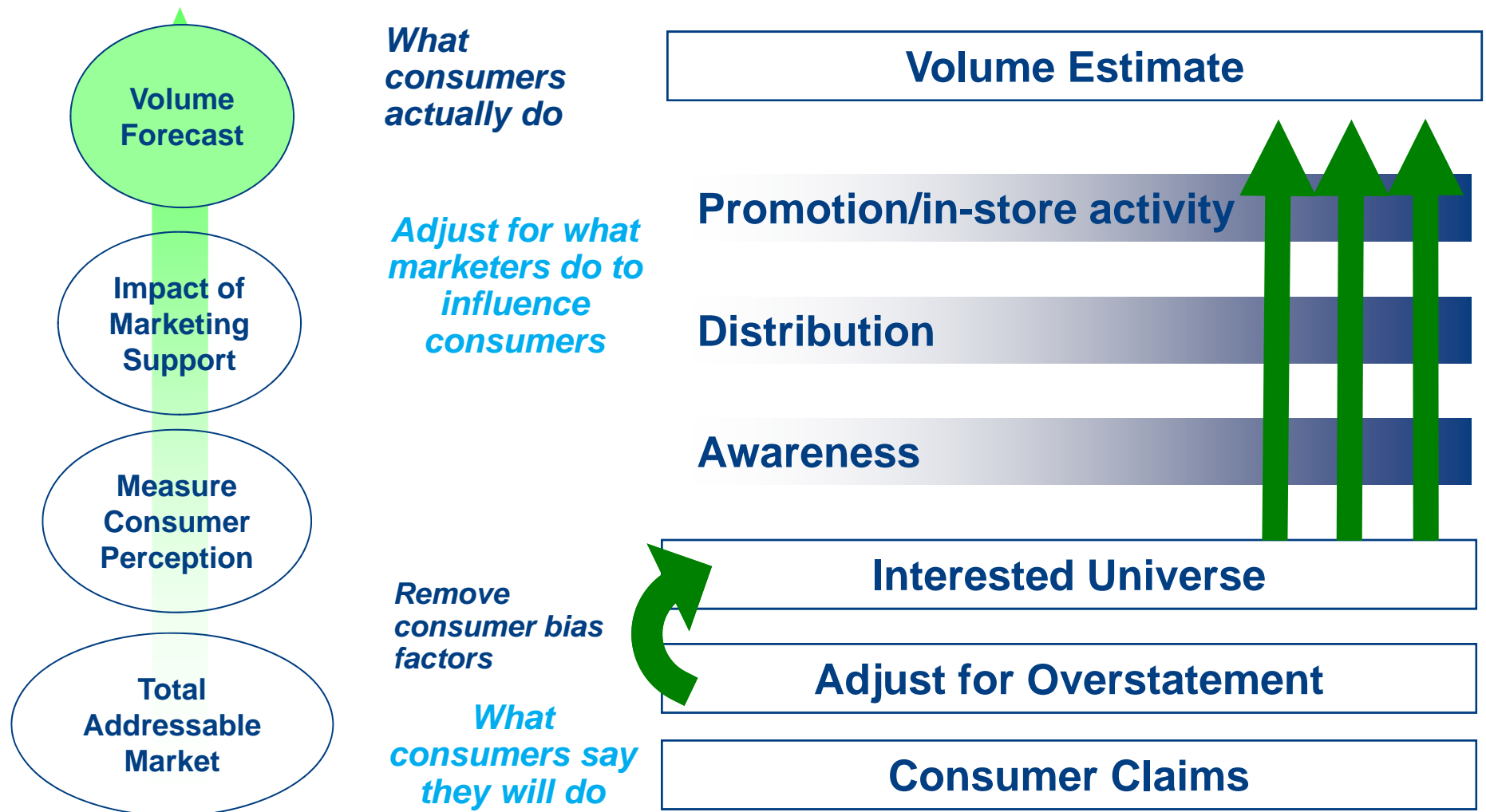
- Should we develop this new Product?
- How will a branding relaunch effect sales and quality perceptions of the line?
- How should I prioritize my development efforts on the ideas with the most promise?
- How can we justify a premium price strategy in category X?
- Will our product deliver?
- What are the optimal varieties/sizes in our line? What are the volume implications of launching a subset of the varieties under consideration?
- How much advertising (if any) will be needed to reach our sales goals?
- Does our packaging break through the clutter at the shelf?
- How much volume should we expect in the first year?
- Is our main benefit credible and relevant to our target consumer?
- Will this launch cannibalize other offerings in the category?

# Helping our clients grow through successful innovation

- BASES' main focus is on forecasting the sales of new products before they are launched into the market
  - We measure consumer interest in the idea (via a consumer survey), and then combine those measures with the brand's marketing plan to forecast sales
  - We then help our clients improve the idea as they prepare for the launch



This consumer response data is coupled with marketing plan information in the BASES Model to yield the volumetric estimate.

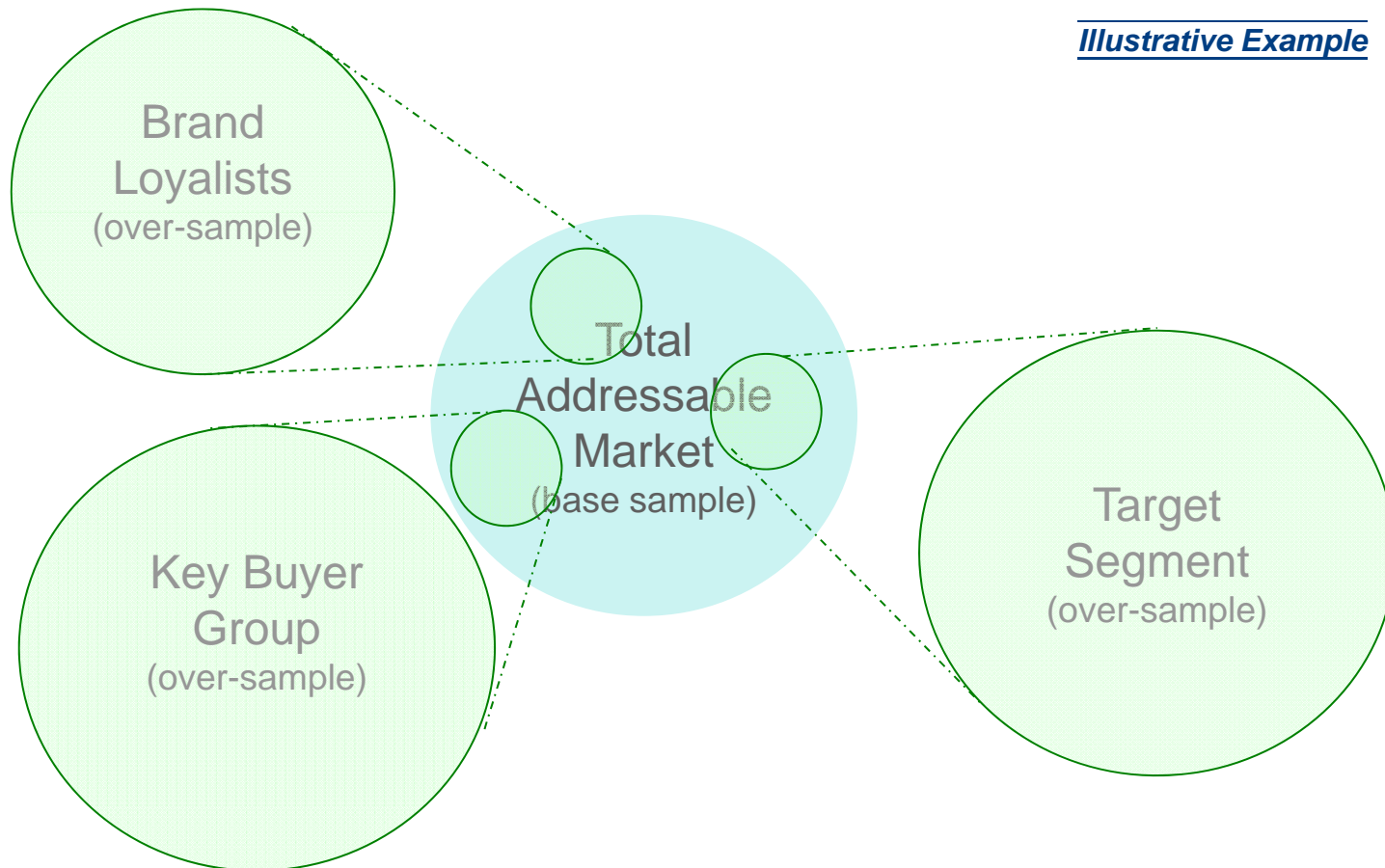




# BASES interviews a sample of consumers representing the total addressable market as well as key target segments.

The core “total market” sample allows for a direct comparison of initiatives and for calibration to in-market data for forecasting. These interviews are augmented with samples representing client target groups, samples of key buyer groups, and other groups as appropriate.

## Illustrative Example



# BASES' systematic approach allows marketers to understand how their launch initiatives perform relative to their category



Consumers are exposed to a concept representing the launch proposition...



...and answer a set of Key Measure questions asked in the same manner on every survey.

**Purchase Intent**

- Which statement best describes how you feel about buying this product?

**Liking**

- How much do you think you would like or dislike this product?

**Price/Value**

- Considering the price of the product, how do you feel about the value for money of this new product?

**Believability**

- How do you feel about the believability of the statements made about the product?

**New & Different**

- How do you rate this product in being new and different from other products?

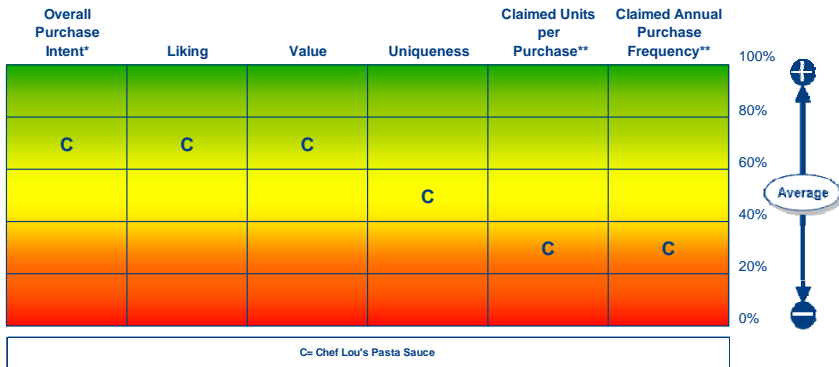
**Claimed Units**

- How many units of the new product, if any, would you buy the first time you purchased this new product?

**Claimed Frequency**

- How often, if ever, would you buy this product if it was available where you shop?

vs. the BASES Database of ~100 Pasta Sauce initiatives evaluated in the U.S. within the past 10 years



The systematic approach allows for "apples-to-apples" comparisons of performance to a category-wide database for every launch proposition.

# Our unique advantages lie in our extensive innovation expertise and rigorous approach to benchmarking and volume forecasting

- **Databased Approach to Benchmarking**
  - Powerful tool to assess strength of new launches
- **Volume-Based Analytics**
  - Enabled by our systematic and empirical approach to analysis and forecasting and the resources of the entire Nielsen Company
- **Extensive history of innovation consulting**
  - 90,000 new ideas tested
- **Unique client service structure**
  - Dedicated forecaster/analyst consultants.
- **Proprietary tools and techniques to optimize initiatives and launch success**
  - IntroSCAPE proprietary “consumer adoption” framework
  - Marketing execution optimization
  - Choice Tools linked to volume
  - Price optimization
  - Category opportunity identification

# Additional BASES Products and Services

- BASES FindTime
  - Can consumers find my product on shelf? What package attributes best help differentiate my product from the competition?
- BASES IntroSCAPE
  - How can the initiative be optimized to best reach consumers?
- BASES Marketing Plan Analyzer
  - How can I optimize my marketing support for a new product?
- BASES Price Advisor
  - What is the optimal pricing strategy for my initiative? What impact could price have on the volume potential of the initiative?
- BASES DecisionPoint
  - How will the introduction of a new product or line impact my full portfolio of brands in market?

Thank you!

nielsen

The logo for Nielsen, featuring the word "nielsen" in a serif font. The letter "n" is blue, and the rest of the letters are grey. Below the text is a horizontal line of nine grey dots.