

MASTER THE 3Ds OF INNOVATION

Nielsen Innovation helps you achieve more substantial, more sustainable and more incremental growth from every new product launch. Through a combination of advanced predictive analytics, proprietary benchmark data and software, we measure and maximize your launch potential on all three dimensions critical to success.



DISCOVER a compelling proposition

EARLY SCREENING

Quick Screen ranks your ideas overnight so you can quickly understand which of your ideas have the most potential and why. Using metrics that are predictive of in-market success, Nielsen's **Idea Screen** allows you to evaluate different ideas at once and identify the ones that are most worthy of further development. By knowing where to focus your efforts early, you can save time, money and make your ideas stronger. [> WATCH THE VIDEO](#)

CONCEPT CREATION AND DEVELOPMENT

Nielsen Optimizer allows you to construct a winning proposition faster by exploring hundreds to millions of alternatives at once—including different combinations of claims, insights, benefits, features and more. Based on Nielsen's pre-market forecasting and testing data, optimized concepts generate 38% more revenue and are 4X more likely to succeed than concepts developed using traditional methods. [> WATCH THE VIDEO](#)

CONCEPT TESTING

Powered by software that delivers answers within days, **Quick Predict** helps you determine if your proposition has the potential to succeed in market—and which elements need to be strengthened to make it better. Nielsen **Snapshot** and **BASES 1** provide a more exhaustive evaluation of your proposition with more customized diagnostics and a volume forecast. [> WATCH THE VIDEO](#)



DEVELOP a winning execution

PRODUCT DEVELOPMENT AND TESTING

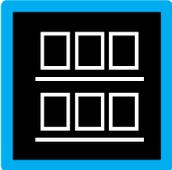
Does your product live up to its promise? Through consumer in-home testing, Product Advisor allows you to test many product prototypes early so you can perfect formulation and experience. BASES 2 takes things a step further, enabling you to receive a comprehensive evaluation of your launch, including a concept test, product test and multi-year volume forecast.

PACKAGE DESIGN DEVELOPMENT

Design Category Audit assesses your current package against competitors so you can understand its strengths and weaknesses—ultimately helping you to create a more informed design brief. [> WATCH THE VIDEO](#)

Design Navigator helps you find the best design direction for your brand by enabling broader creative exploration and robust design measurement based on your package’s stand-out, preference and brand fit. On average, designs identified by Design Navigator show a 34% lift in stand-out and an increase of 5.5% in forecasted sales volume.

[> WATCH THE VIDEO](#)



DEPLOY with excellent in-market activation

LAUNCH FORECASTING AND MARKETING PLAN SIMULATION

By empirically linking our models to in-market data, **Volumetric Forecasting** accurately predicts multi-year sales and impact on total brand volume for your new products. With this information, you can more precisely plan production capacity and allocate the right level of marketing support for your launches. Our forecasting model is the only one in the industry to pass the Marketing Accountability Standards Board (MASB) Audit.

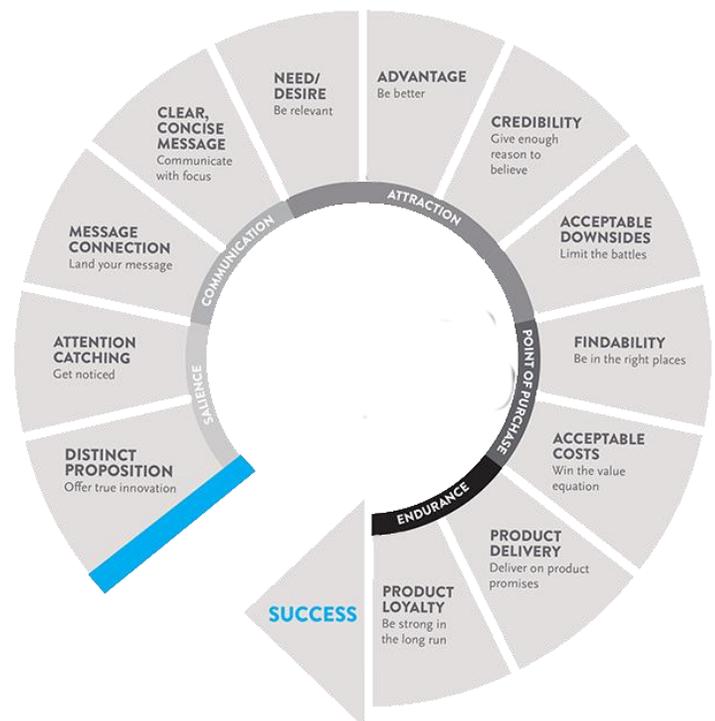
[> WATCH THE VIDEO](#)

LINE AND PRICE OPTIMIZATION

Nielsen’s Line and Price Optimizer identifies the best pricing and line-up to maximize new product revenue and incrementality for your business. Using predictive, choice-based analytics, consumers’ instore decisions can be simulated. Additionally, you can assess the potential risk of cannibalization when considering new products, package sizes and prices for your line. [> WATCH THE VIDEO](#)

NIELSEN FACTORS FOR SUCCESS™ Predictive Analytics That Are Proven to Work

After 6 years of R&D research, studying 600 product launches, Nielsen identified 12 factors that are common to every winning launch. Innovations that perform strongly across all 12 factors in pre-market testing are statistically proven to have a 75% chance of success in market, which is 5X better than industry average. By evaluating your ideas, concepts and products on these same dimensions, you gain a more reliable and more granular understanding of your innovation’s potential and what you need to strengthen to increase your odds of success. In short, you can make more confident decisions, faster, and launch innovations that deliver greater growth for your brands.



Want to learn more about Nielsen Innovation Solutions? Go to www.nielsen.com/innovation