

# Baby Diapers

Subscription  
Overview



# BABY DIAPER

## BRANDS TRACKED IN 2020

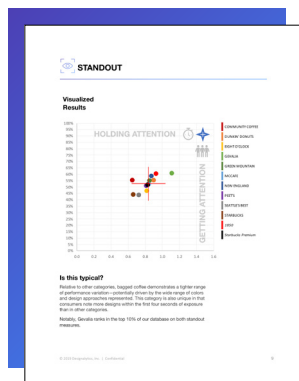


Wildcard

# WHAT'S INCLUDED?

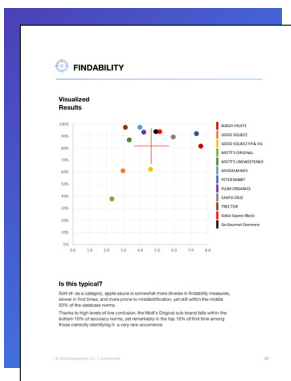
- 1 CATEGORY REPORTS** are one component of a Designalytics subscription. They provide the most in-depth analytics available on top-selling and up-and-coming brands in the category across a range of design performance metrics.

## Visibility & Navigation



### Standout

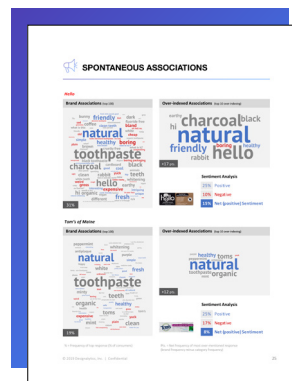
How well does each design grab and hold attention?



### Findability

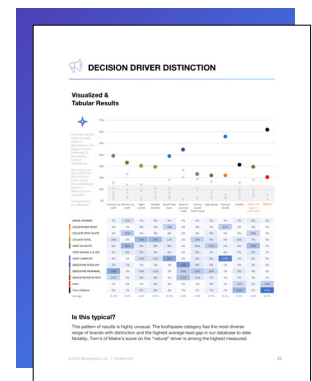
How quickly can consumers locate a brand when actively searching for it?

## Communication



### Communication

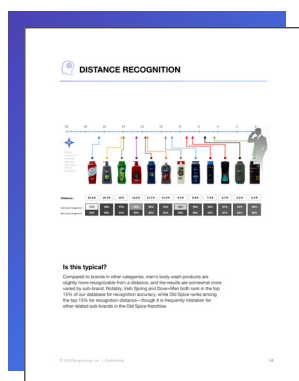
What words come to mind when consumers view each design?



### Driver Distinction

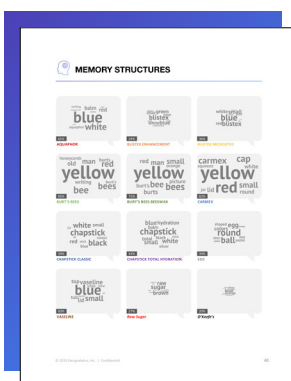
Which designs "own" the communication of key decision drivers in this category?

## Mental Availability



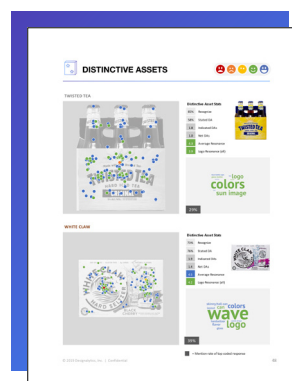
### Distance Recognition

Which brands have built sufficient memory structures to allow consumers to recognize them from a distance?



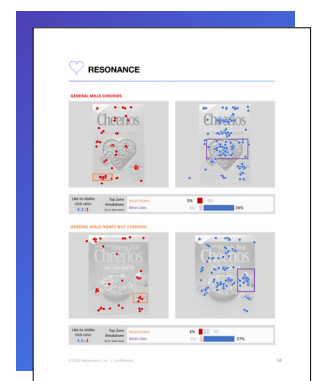
### Memory Structures

Which brands have built sufficient memory structures to allow consumers to conjure a visual image from memory?



### Distinctive Assets

Which brands have visual assets that are well-known and truly unique?

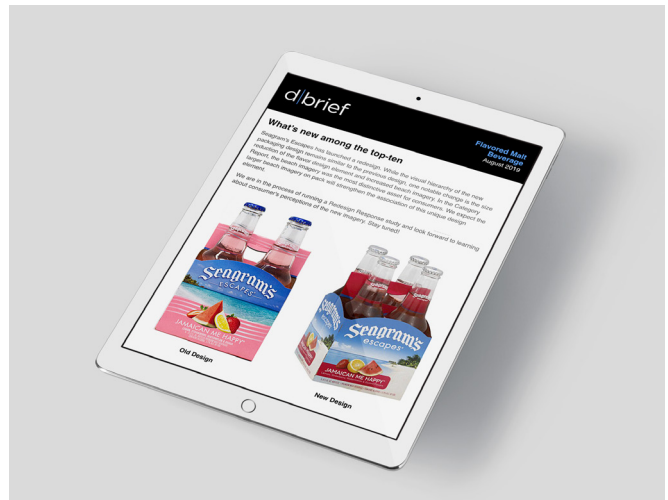
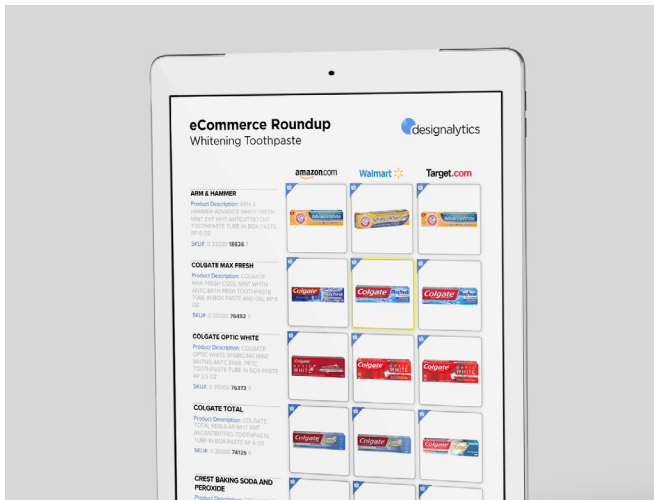


### Resonance

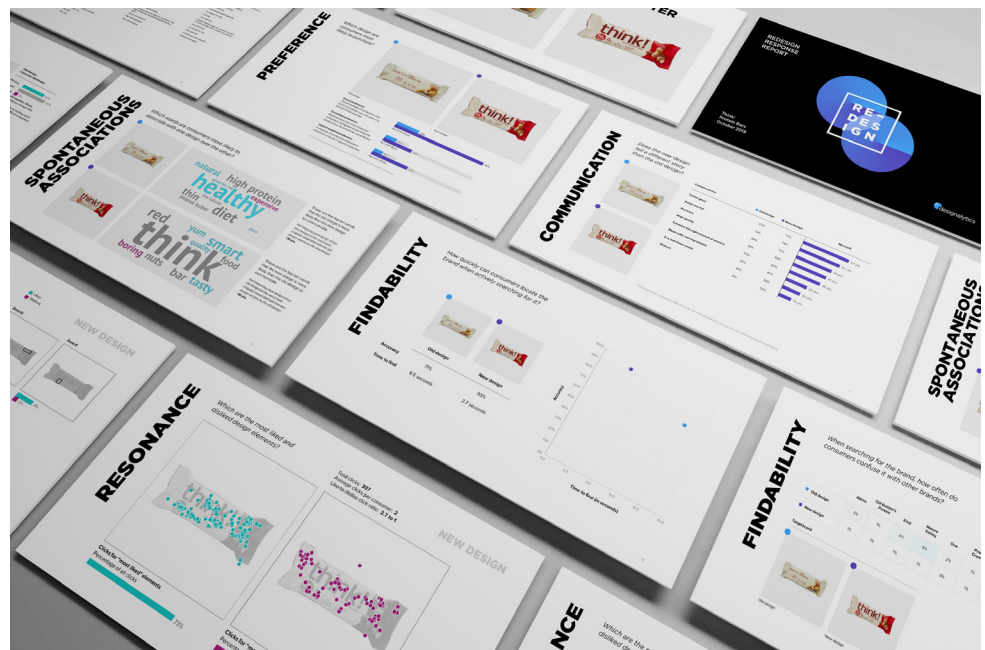
Which are the most liked and disliked design elements?

# WHAT'S INCLUDED?

**2 DESIGN TRACKING & D|BRIEF MONTHLY NEWSLETTERS** alert you to new redesigns, e-commerce package imagery changes, and important retail trends in your category. They also include case studies and best practice content to help your organization develop better instincts for design management.



**3 REDESIGN RESPONSE REPORTS** provide in-depth analyses of newly-detected package redesigns in your category at no additional cost. They help you to gauge your competitors' strengths and weaknesses, and uncover new strategic opportunities for your own brand. (For the typical category, two to four Redesign Response Reports are executed per year.)

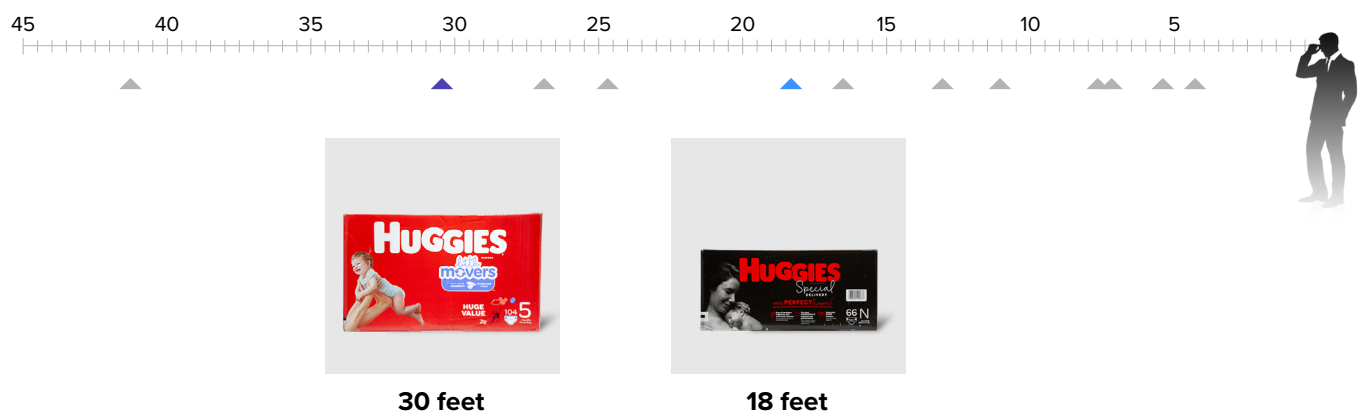


# SNEAK PEEK

## MIND THE GAP

While Huggies Little Movers is a top-performer on distance recognition—an indication of strong mental availability—Huggies Special Delivery only achieves 60% of its range. The bold, black packaging isn't as easily recognizable as the parent brand's, though this may improve in time.

*Designs recognized at greater distances have better mental availability.*



## COMMUNICATION COUP

Seventh Generation leads the category when it comes to communicating “eco-friendly,” but Pampers Pure Protection also achieves distinction, challenging Seventh Generation’s well-established positioning. Other brands in the category with natural and eco-friendly messaging, such as The Honest Company, don’t fare as well as expected on this measure.

**Communication of category decision driver: “eco-friendly”**

