

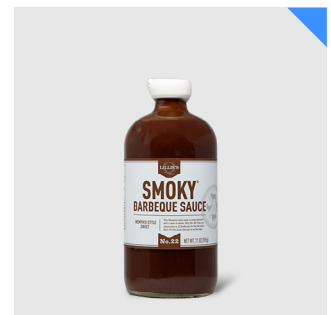
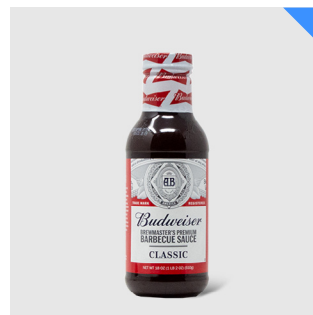
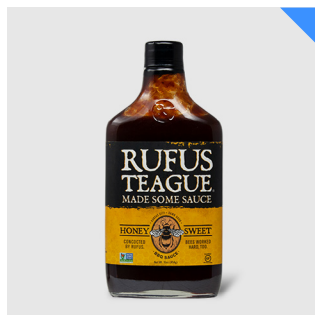
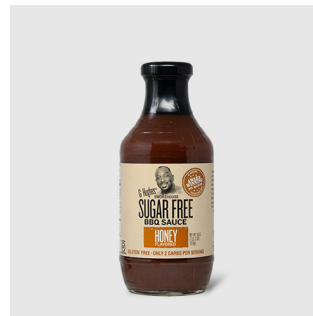
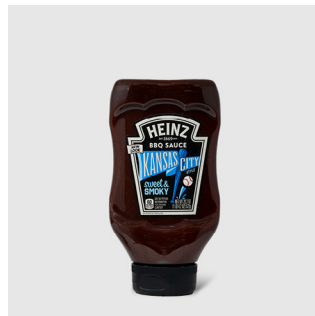
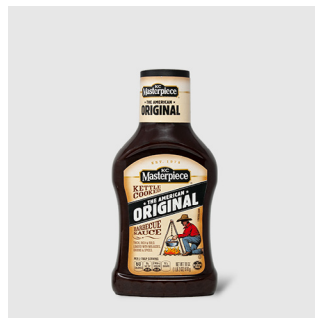
# Barbecue Sauce

Subscription  
Overview



# BARBECUE SAUCE

## BRANDS TRACKED IN 2020

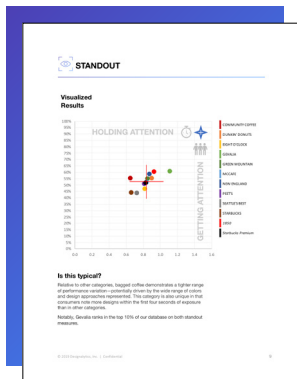


Wildcard

# WHAT'S INCLUDED?

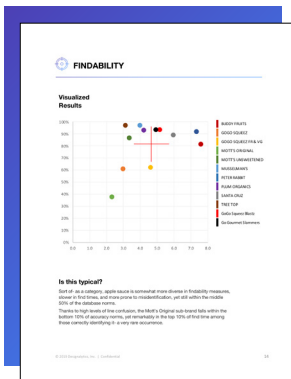
- 1 CATEGORY REPORTS** are one component of a Designalytics subscription. They provide the most in-depth analytics available on top-selling and up-and-coming brands in the category across a range of design performance metrics.

## Visibility & Navigation



### Standout

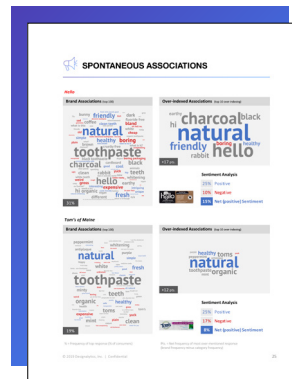
*How well does each design grab and hold attention?*



### Findability

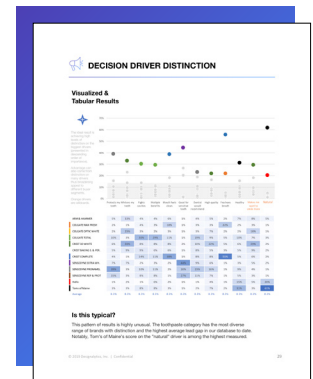
*How quickly can consumers locate a brand when actively searching for it?*

## Communication



### Communication

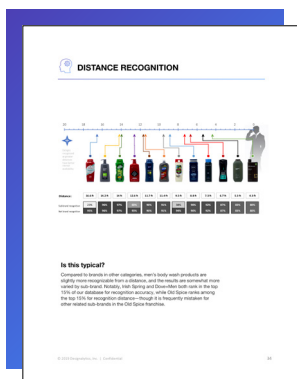
*What words come to mind when consumers view each design?*



### Driver Distinction

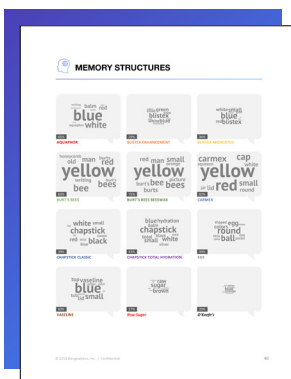
*Which designs "own" the communication of key decision drivers in this category?*

## Mental Availability



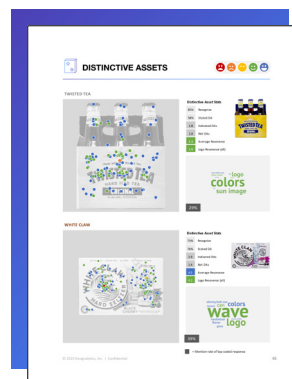
### Distance Recognition

*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?*

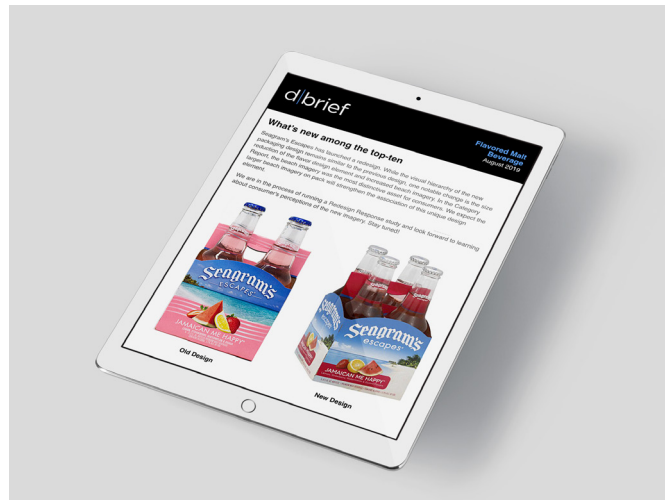
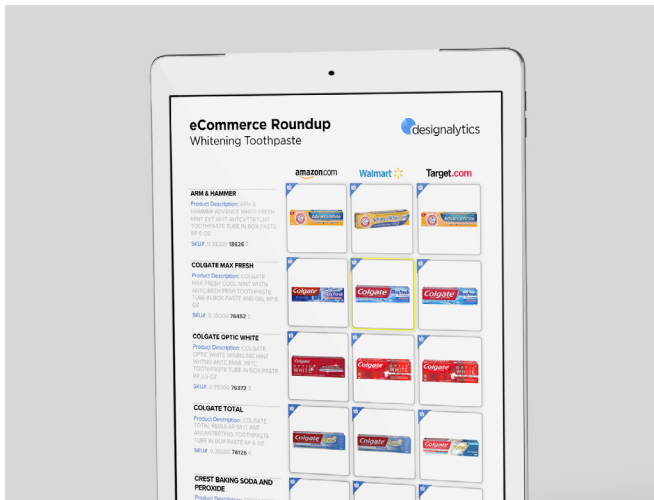


### Resonance

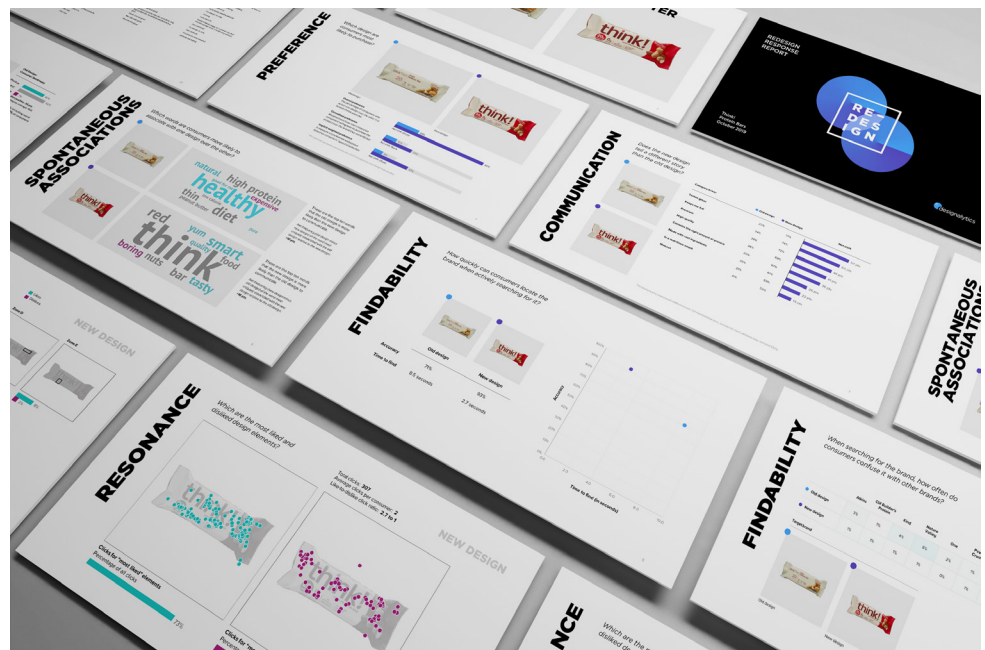
*Which are the most liked and disliked design elements?*

# 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.)

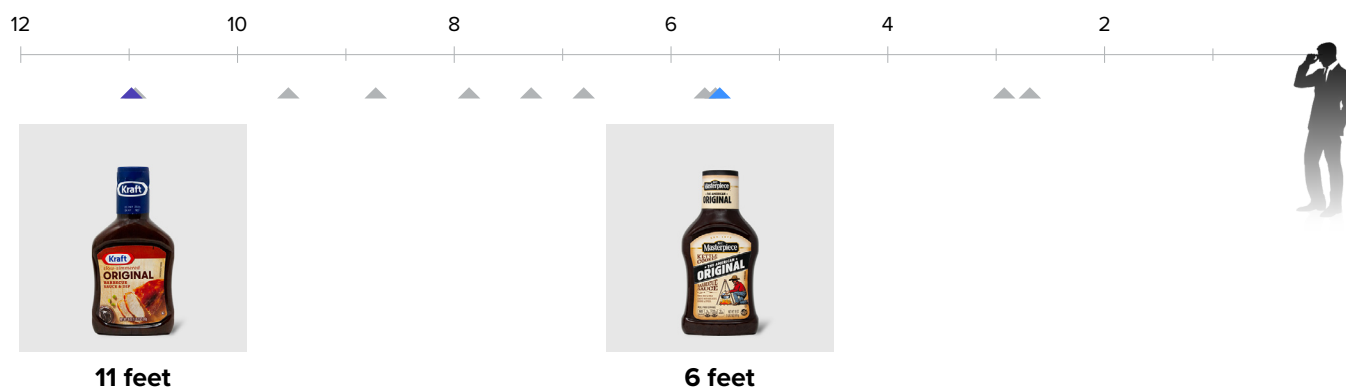


# SNEAK PEEK

## MIND THE GAP

Kraft is the most easily recognizable package when viewed from afar, with more than twice the range of KC Masterpiece—despite the fact that both packages employ the same hierarchy of communication, emphasizing the variety (“Original”) over the brand name.

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



## COMMUNICATION COUP

Rufus Teague, a wildcard challenger, communicates “premium” slightly more effectively than category heavyweight Sweet Baby Ray’s—likely driven by its whiskey-shaped bottle and unique, old-style typography.

**Communication of category decision driver: “premium”**

