

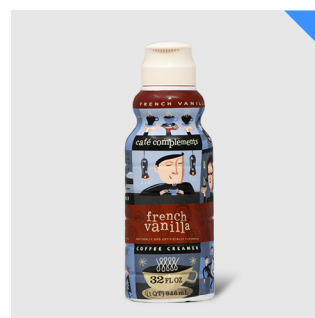
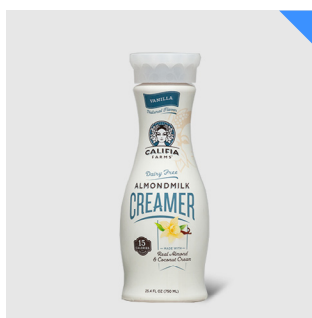
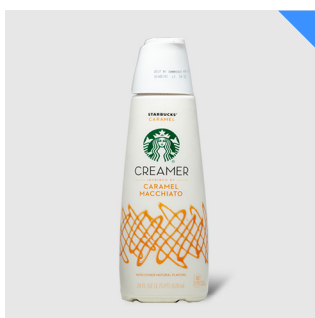
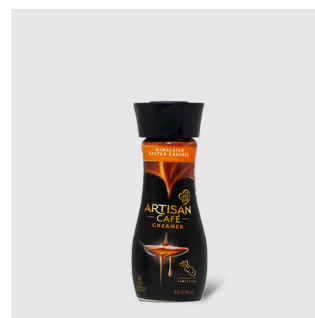
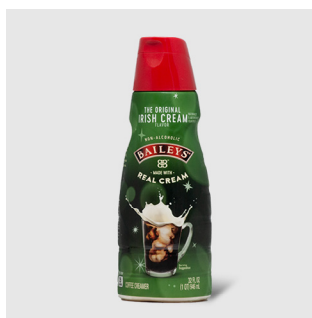
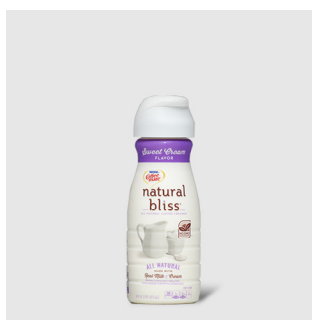
Refrigerated Coffee Creamers

Subscription
Overview



COFFEE CREAMER

BRANDS TRACKED IN 2019

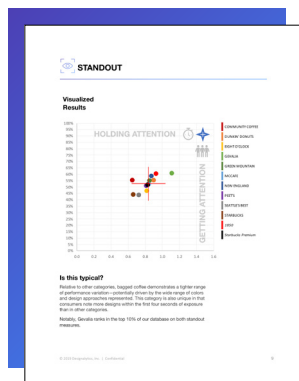


Wildcard

WHAT'S INCLUDED?

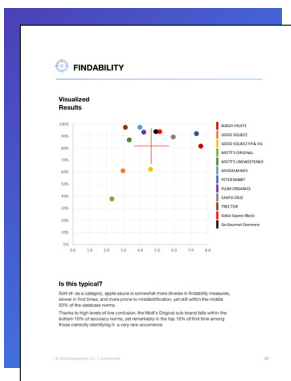
- 1 CATEGORY REPORTS** are one component of a Designalytics subscription. They provide the most in-depth analytics available on top-selling and up-and-coming brands in the category across a range of design performance metrics.

Visibility & Navigation



Standout

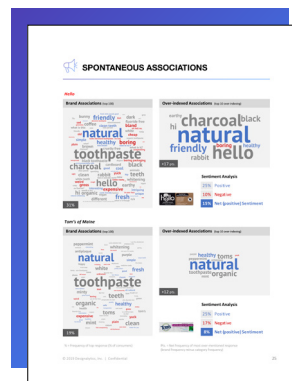
How well does each design grab and hold attention?



Findability

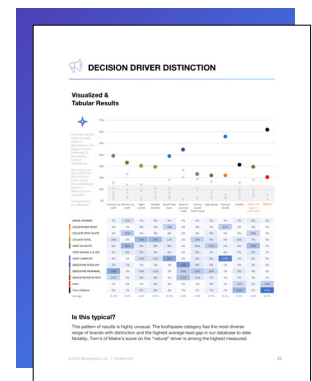
How quickly can consumers locate a brand when actively searching for it?

Communication



Communication

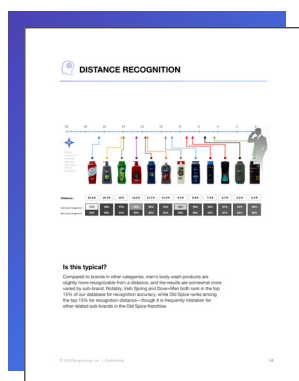
What words come to mind when consumers view each design?



Driver Distinction

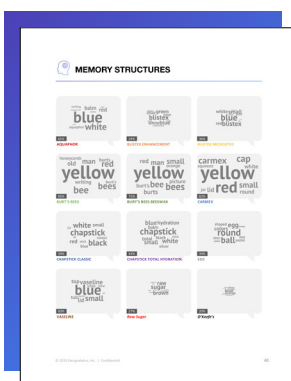
Which designs "own" the communication of key decision drivers in this category?

Mental Availability



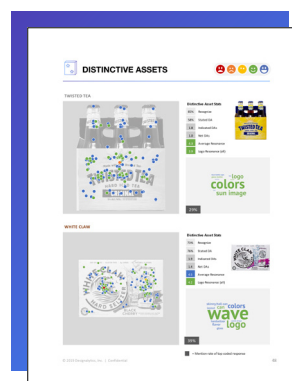
Distance Recognition

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



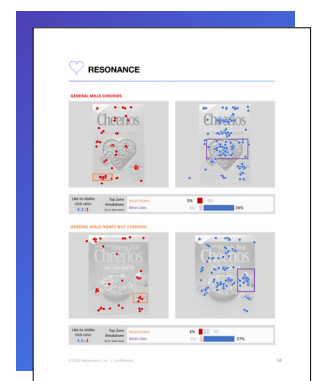
Memory Structures

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?

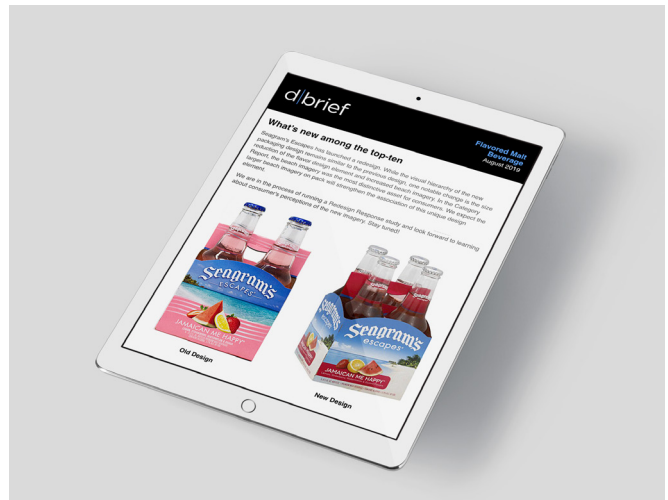
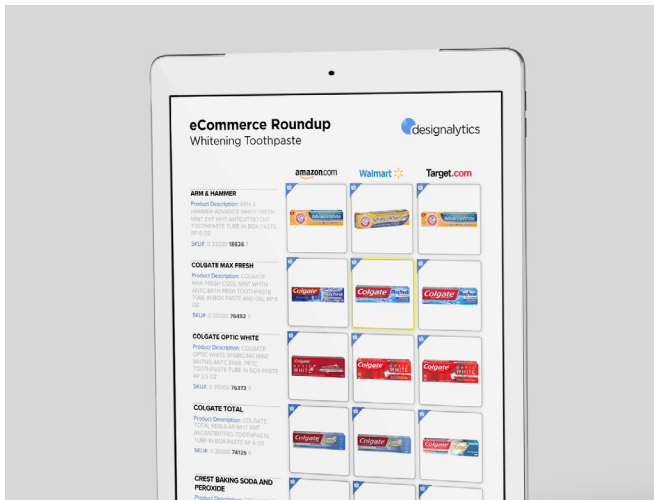


Resonance

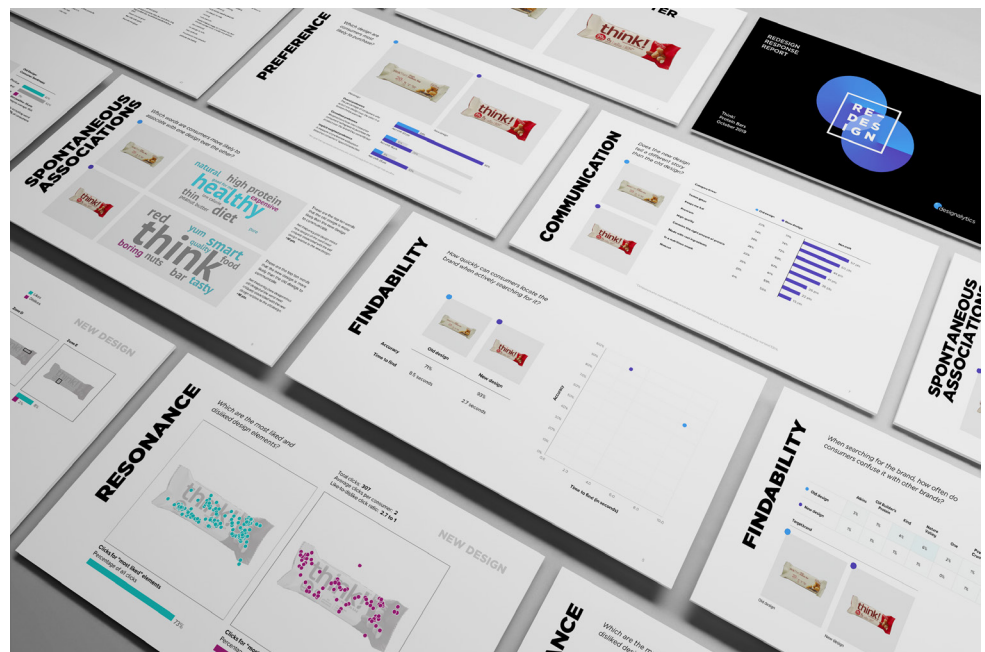
Which are the most liked and disliked design elements?

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.



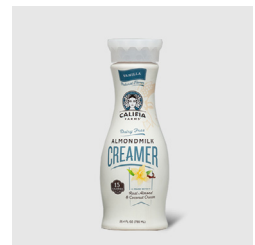
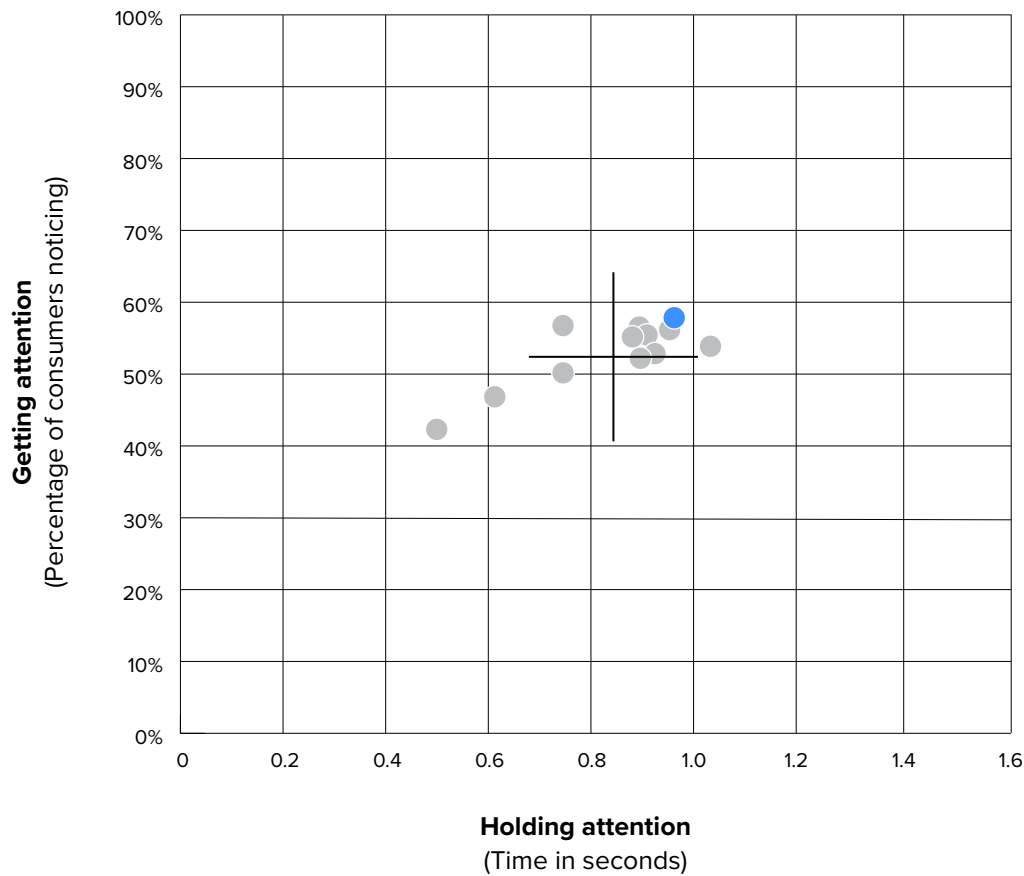
3 REDESIGN RESPONSE REPORTS provide in-depth analyses of newly-detected package redesigns in your category at no additional cost. They help you to gauge your competitors' strengths and weaknesses, and uncover new strategic opportunities for your own brand. (For the typical category, two to four Redesign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



SNEAK PEEK

STANDOUT SHAKE-UP

Califia Farms Almondmilk Creamer, a wildcard contender, ranks number one on overall standout performance—eclipsing category heavyweights including Nestlé Coffeemate, International Delight, Silk, and Dunkin’ Donuts.



- Califia Farms
- Top-selling competitors

COMMUNICATION COUP

Starbucks creamer, a new entrant to the category, claims ownership of the “coffee-shop quality” attribute, leaving Dunkin’ Donuts in the dust.

Communication of category decision driver: “coffee-shop quality”

