

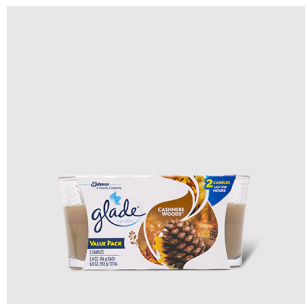
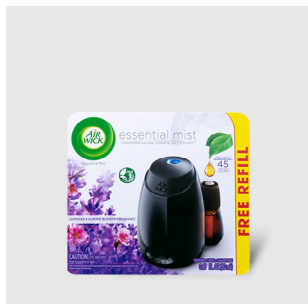
# Air Fresheners (Continuous)

## Subscription Overview



**CONTINUOUS AIR FRESHENERS** is a \$2 billion-dollar category with a concentrated set of manufacturers, but a diverse range of sub-brands, formats, and licensing. Additionally, new challengers are leveraging different positioning and alternative distribution strategies that demand additional design consideration. Overall, there is a lack of visual distinction between brands and open questions about how consumers are responding to emerging brands and product formats.

# CONTINUOUS AIR FRESHENER BRANDS TRACKED IN 2019

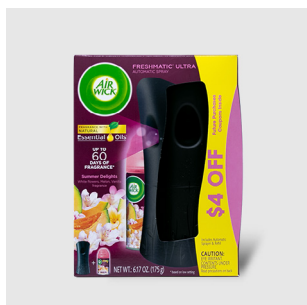
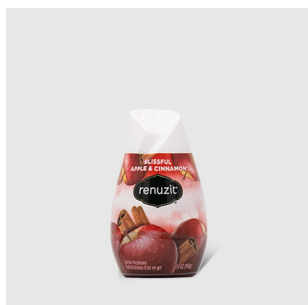


## STAND-OUT

Who grabs and holds attention?

## FINDABILITY

Who's the easiest to locate?



## COMMUNICATION

Who owns the messages that drive purchase in the category?



## MENTAL AVAILABILITY

Who's the most recognizable at a distance, and why?



## DISTINCTIVE ASSETS

Who has visual elements that are well-known and truly unique?

## RESONANCE

Which specific elements are most liked and disliked by consumers, and why?

# SNEAK PEEK



**GLADE AUTOMATIC SPRAY** is the most easily recognizable package when viewed from afar, with more than twice the range of Air Wick Essential Mist.

**GURUNANDA** performs above-average on share of attention in both single and blocked-facing scenarios, suggesting that it could have an advantage in brick and mortar retail environments as well as on e-commerce websites.



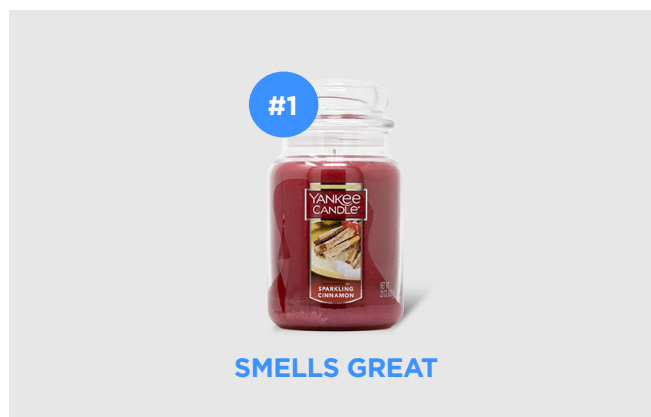
**SINGLE**



**BLOCKED**



**FEBREZE PLUG'S** “Gain” call-out is a well-liked distinctive brand asset—a building block for developing mental availability.

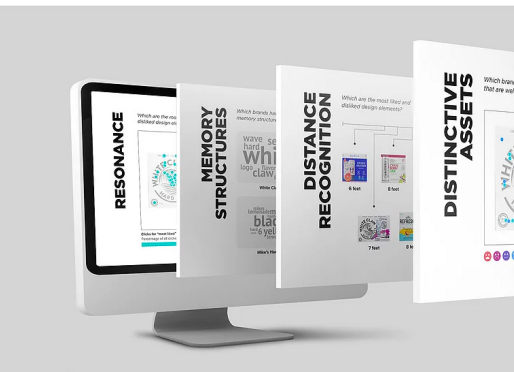


**SMELLS GREAT**

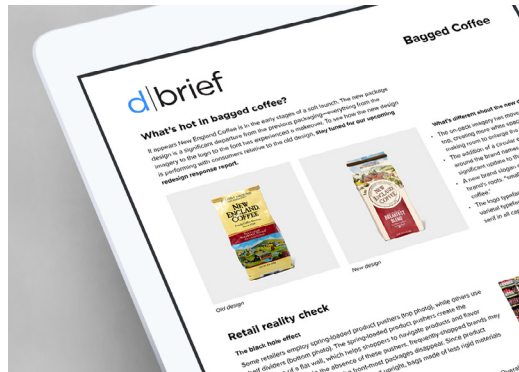
**YANKEE CANDLE** ranks number one for “smells great”—a notable win, as this is the top purchase driver in the category.

# THE TOTAL PACKAGE

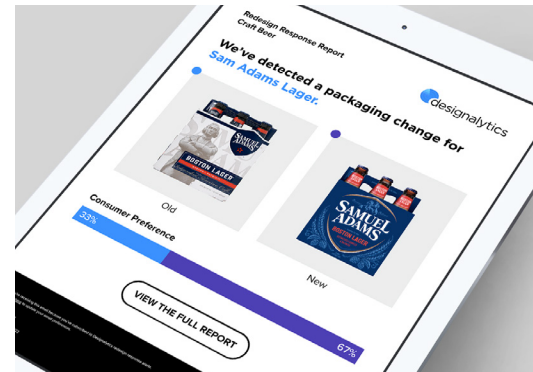
## ANNUAL CATEGORY REPORT



## MONTHLY CHANGE ALERTS & INDUSTRY NEWS



## REDESIGN RESPONSE ANALYSES



### ANALYSIS

- Annual deep-dive report of top 10 category leaders plus two “wildcard” challengers
- Full-spectrum design performance analysis
- New, innovative consumer exercises

### TRACKING

- Real-time online and offline design change detection
- Quick-turn consumer evaluation of old versus new designs

### TRAINING

- Extensive content covering design trends, macro-analyses, and case studies to elevate your organizational design competency
- Turn-key training for new managers, including online master classes in design management

### LOW COST, BIG BENEFITS

- Get better-than-custom research at a fraction of the cost
- Save hundreds of thousands of dollars for each misguided redesign attempt that is avoided
- Develop better, more strategic briefs that drive focused creative with greater sales impact
- Become a more design-savvy organization with ongoing insights and training

#### VIEW OTHER AVAILABLE CATEGORIES:

[designanalytics.com/categories](https://designanalytics.com/categories)

#### TO LEARN MORE, CONTACT US:

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