Antacids

Subscription Overview

ANTACIDS is a $1.3 billion-dollar category with a diverse set of manufacturers, package and product formats, claims, and design approaches. Since competition is fierce, it's critical that brands focus on reinforcing key brand equities and increasing mental availability with distinctive, attention-grabbing designs.

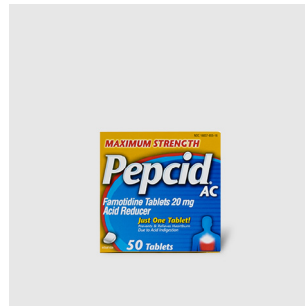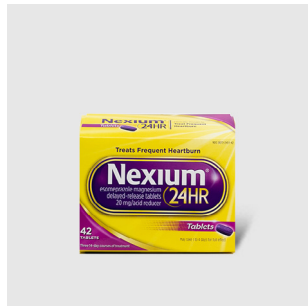# ANTACID
BRANDS TRACKED IN 2019
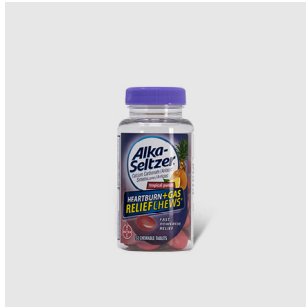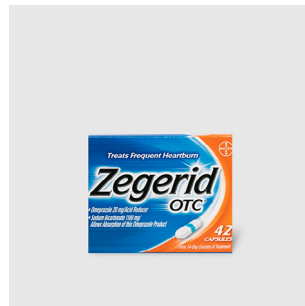
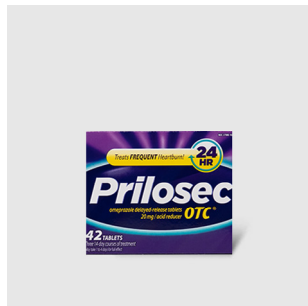**STAND-OUT**
Who grabs and holds attention?

FINDABILITY
Who's the easiest to locate?

COMMUNICATION
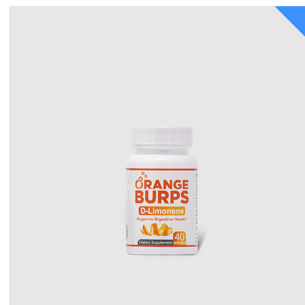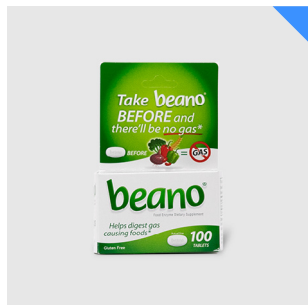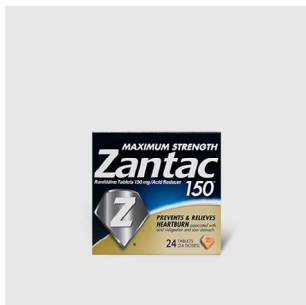Who owns the messages that drive purchase in the category?

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?

◥ Wildcard

SNEAK PEEK

TUMS is the most easily recognizable package when viewed from afar, with nearly twice the range of Alka-Seltzer.
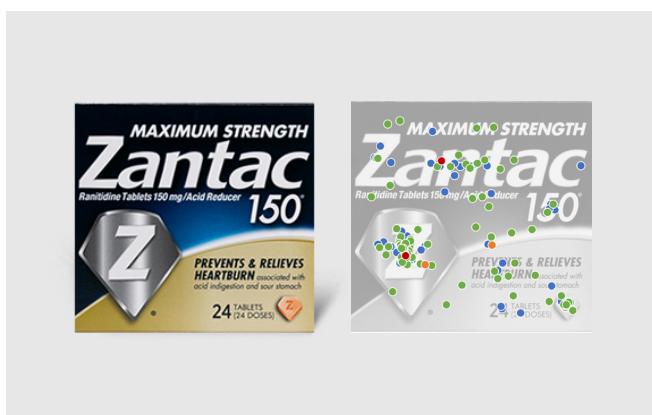
5.9 FT   **11.2 FT**

PEPCID COMPLETE'S share of attention jumps 25% when it occupies multiple facings instead of a single facing, suggesting that it could have a greater advantage in brick and mortar retail environments than on e-commerce websites.

SINGLE

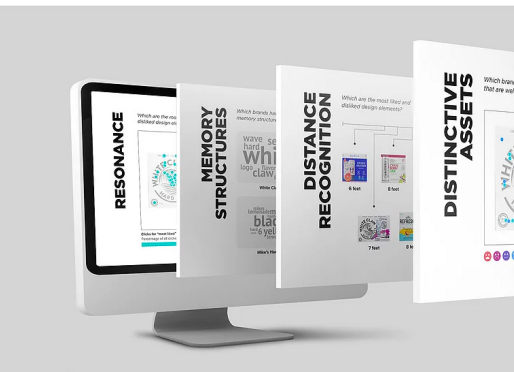**BLOCKED**

85   **100**

100   **106**

ZANTAC'S shield is a recognizable, distinctive brand asset—a building block for developing mental availability—but it elicits mixed reactions from consumers.
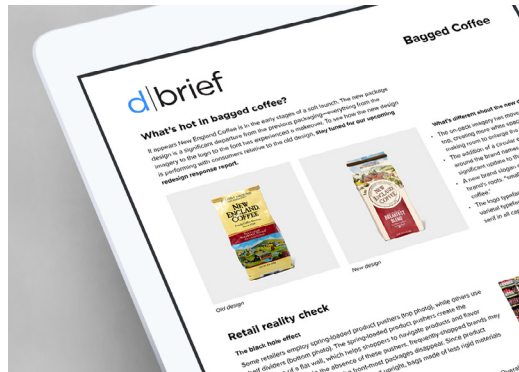
#1

ALLOWS ME TO EAT WHAT I WANT

LACTAID ranks number one for "allows me to eat what I want"—one of the top purchase drivers in the category.
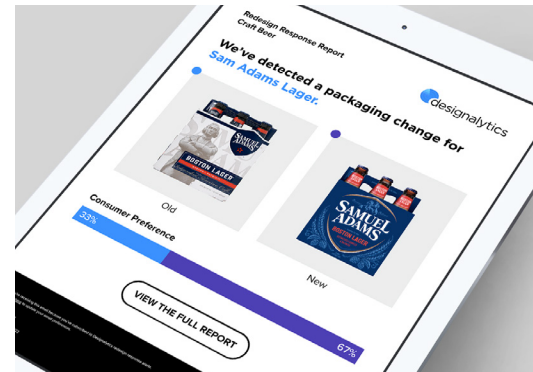
THE TOTAL PACKAGE

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:

designalytics.com/categories

TO LEARN MORE, CONTACT US:

hello@designalytics.com