

# Applesauce

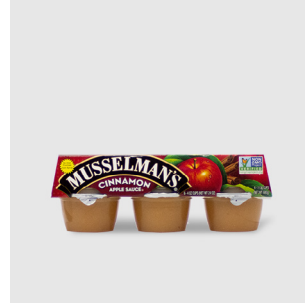
## Subscription Overview



**APPLESAUCE** is a \$630 million-dollar category which was once dominated by a couple category heavyweights, but now encompasses a larger set of national competitors. These brands feature diverse package formats, color palettes, and overall 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.

# APPLESAUCE

## BRANDS TRACKED IN 2019

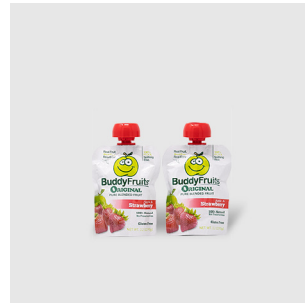


### STAND-OUT

Who grabs and holds attention?

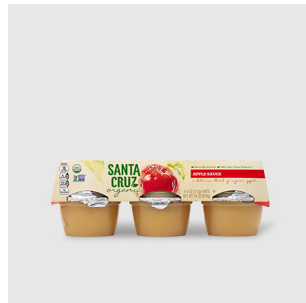
### FINDABILITY

Who's the easiest to locate?



### COMMUNICATION

Who owns the messages that drive purchase in the category?

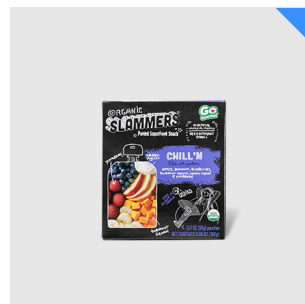
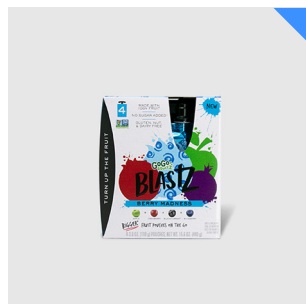
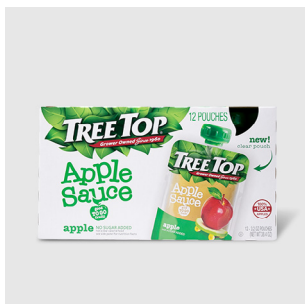


### MENTAL AVAILABILITY

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

### DISTINCTIVE ASSETS

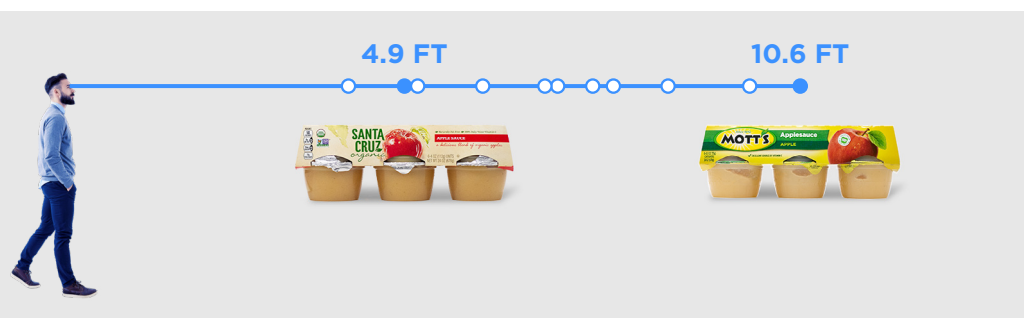
Who has visual elements that are well-known and truly unique?



### RESONANCE

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

# SNEAK PEEK



**MOTT'S ORIGINAL** is the most easily recognizable package when viewed from afar, with more than twice the range of Santa Cruz.

**TREE TOP** performs well on share of attention when it occupies a single facing as well as when it occupies multiple facings, suggesting that it could have an advantage in both brick and mortar retail environments and on e-commerce websites.



**SINGLE**



**BLOCKED**



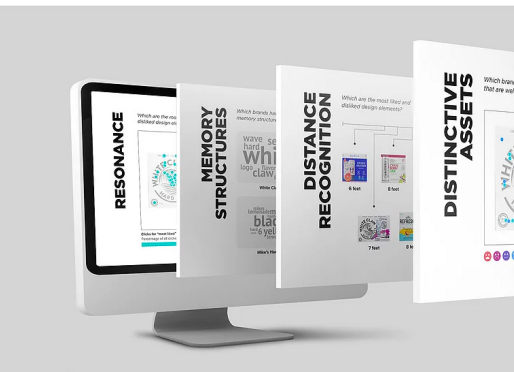
**ORGANIC SLAMMERS'** realistic food photography and chalk illustrations have the potential to become distinctive brand assets—building blocks for developing mental availability in a crowded category.



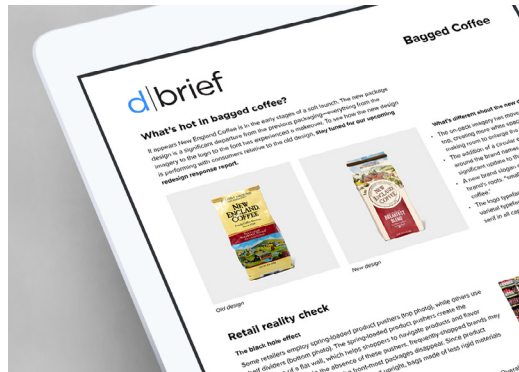
**GOGO SQUEEZ** is top-ranked for “my kids will like it”—a key purchase driver for the category.

# THE TOTAL PACKAGE

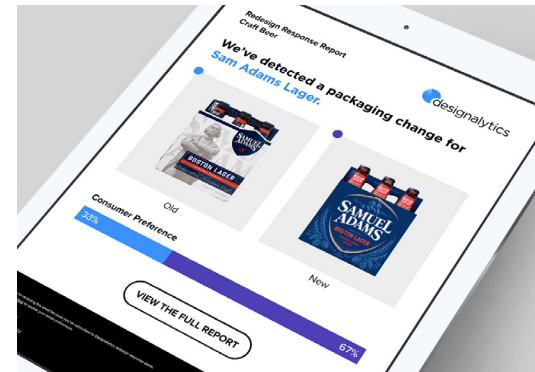
## ANNUAL CATEGORY REPORT



## 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:

[hello@designanalytics.com](mailto:hello@designanalytics.com)