

# Men's Body Wash

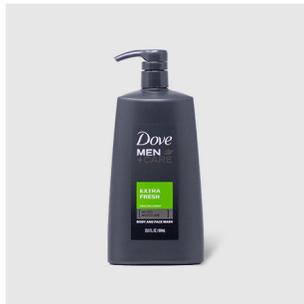
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Overview



**MEN'S BODY WASH** is a \$750 million-dollar category with a wide array of manufacturers and some noteworthy new entrants, many of whom have adopted a minimalist design approach. In a sea of muted, neutral tones, the majority of brands struggle to stand out. However, bottle design and form are both active areas of innovation in this category, with many opportunities for brands to develop distinctive assets that will stay top-of-mind with consumers.

# MEN'S BODY WASH

## BRANDS TRACKED IN 2019



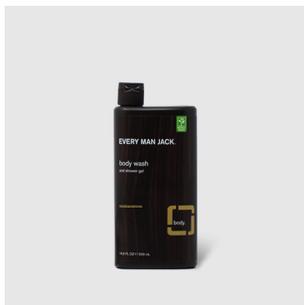
### STAND-OUT

Who grabs and holds attention?



### FINDABILITY

Who's the easiest to locate?

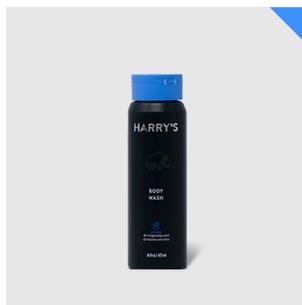
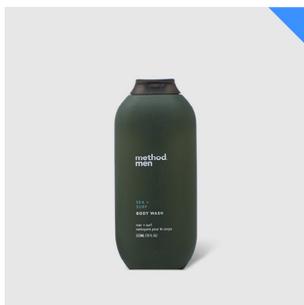


### COMMUNICATION

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



## OLD SPICE HIGH ENDURANCE

is the most easily recognizable package when viewed from afar, with more than twice the range of Axe.

**DIAL** maintains above-average visibility across single and blocked scenarios, making it a strong contender in both brick and mortar retail environments and e-commerce websites.



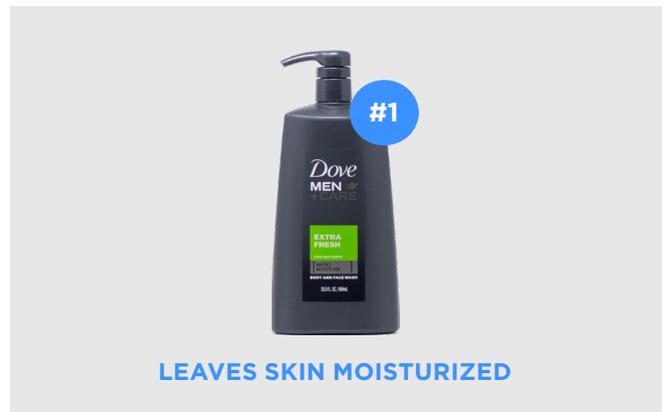
**SINGLE**



**BLOCKED**



**IRISH SPRING'S** decades-long ownership of the color green and its four-leaf clover are strong, distinctive brand assets that stand out among competitors' dark, neutral tones.



**LEAVES SKIN MOISTURIZED**

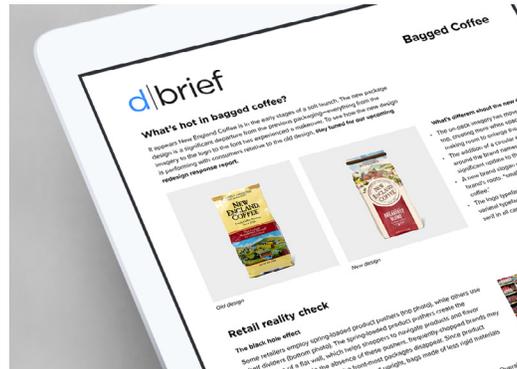
**DOVE MEN+CARE** is viewed as most likely to “leave skin moisturized” by a wide margin—a notable win, as this benefit ranks among the top purchase drivers in the category.

# THE TOTAL PACKAGE

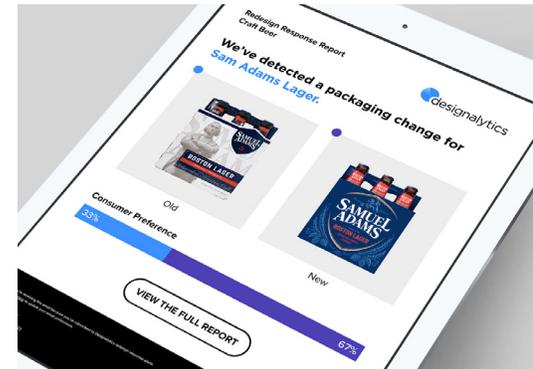
## ANNUAL CATEGORY REPORT



## 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:

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

#### TO LEARN MORE, CONTACT US:

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