

# Vegetable Juice

## Subscription Overview



**VEGETABLE JUICE** is a \$329 million-dollar category with a few leading manufacturers, but little design variation. As a result, there's significant opportunity for brands who focus on reinforcing key brand equities and increasing mental availability with distinctive, attention-grabbing designs.

# VEGETABLE JUICE

## BRANDS TRACKED IN 2019

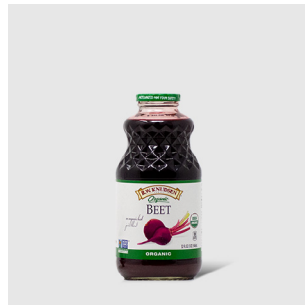


### STAND-OUT

Who grabs and holds attention?

### FINDABILITY

Who's the easiest to locate?



### COMMUNICATION

Who owns the messages that drive purchase in the category?

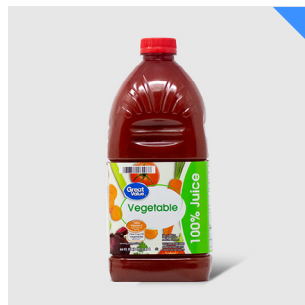


### MENTAL AVAILABILITY

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

### DISTINCTIVE ASSETS

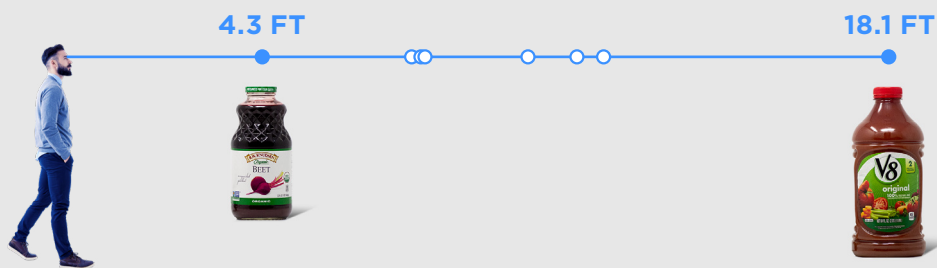
Who has visual elements that are well-known and truly unique?



### RESONANCE

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

# SNEAK PEEK



**V8 ORIGINAL** is the most easily recognizable package when viewed from afar, with more than four times the range of R.W. Knudsen Beet Juice.

**CLAMATO** performs strongly on share of attention in single-facing and blocked scenarios, suggesting that it could have an advantage in both brick and mortar and online retail environments.



**SINGLE**

100

134



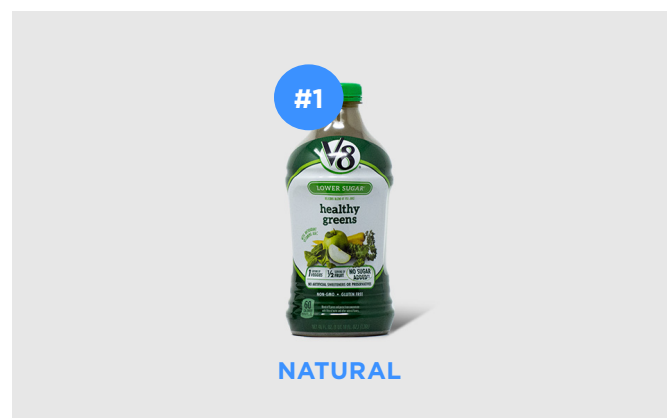
**BLOCKED**

100

124



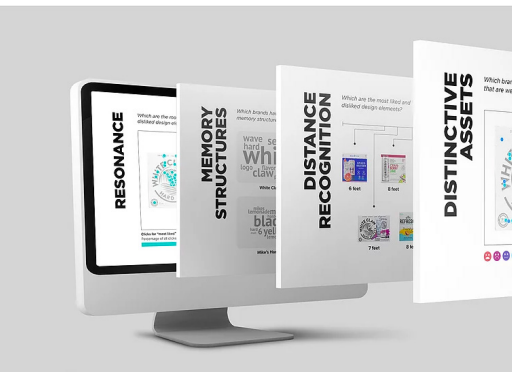
**R.W. KNUDSEN TOMATO'S** diamond-patterned glass etching is a well-liked, distinctive visual asset that increases the brand's mental availability.



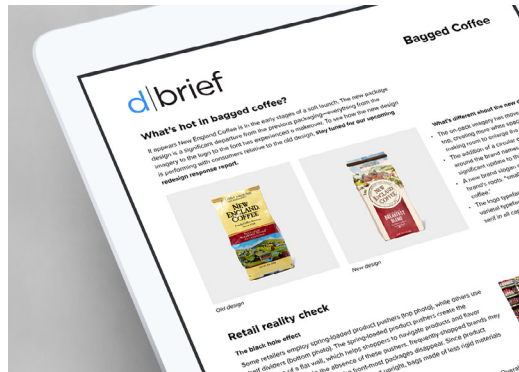
**V8 HEALTHY GREENS** ranks number one for "natural"—one of the top purchase drivers in the category.

# THE TOTAL PACKAGE

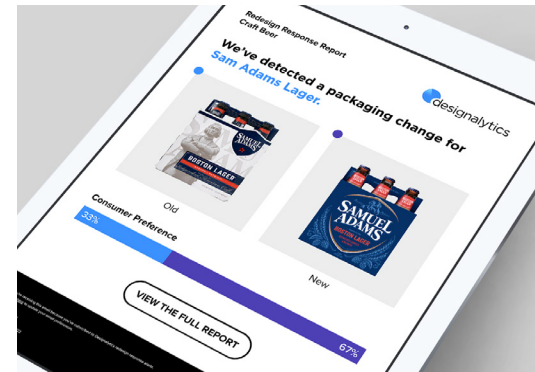
## ANNUAL CATEGORY REPORT



## 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:

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

#### TO LEARN MORE, CONTACT US:

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