

# Milk (Reduced Fat)

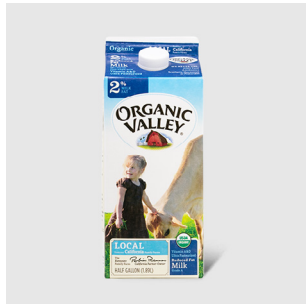
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Overview



**REDUCED FAT MILK**, low-fat milk, and non-fat milk represent a \$2.5 billion-dollar category once comprised of overlapping regional players and few national brands. Previously marked by strict adherence to varietal color cues and conventional design approaches, it's now ripe with new package forms and aesthetics. With the rise of “organic” and other new positioning (e.g., “ultra-filtered,” etc.), it's critical that brands focus on clearly communicating claims, reinforcing key brand equities, and increasing mental availability with distinctive, attention-grabbing designs.

# REDUCED FAT MILK

## BRANDS TRACKED IN 2019

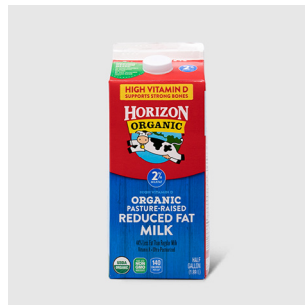


### STAND-OUT

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



**FAIRLIFE** is the most easily recognizable package when viewed from afar, with nearly twice the range of A2.

**LACTAID'S** share of attention jumps 23% when it occupies multiple facings rather than a single facing, suggesting that it could have a greater advantage in brick and mortar retail environments than on e-commerce websites.



**SINGLE**

94 100

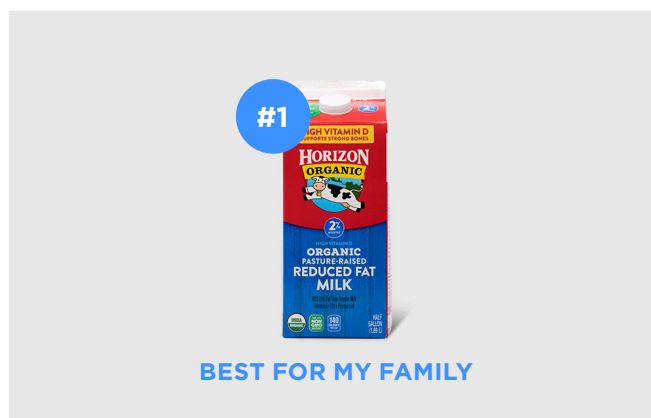


**BLOCKED**

100 116



**DARIGOLD'S** large red banner is a distinctive brand asset—a building block for developing mental availability—but it elicits mixed reactions from consumers.

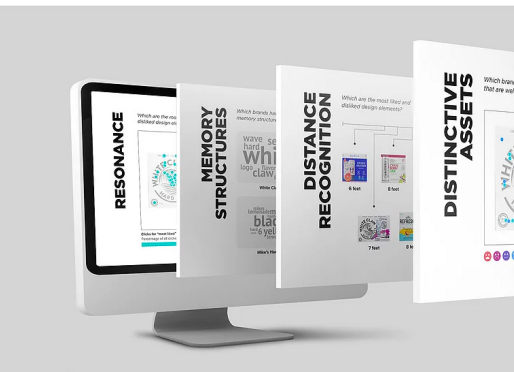


**BEST FOR MY FAMILY**

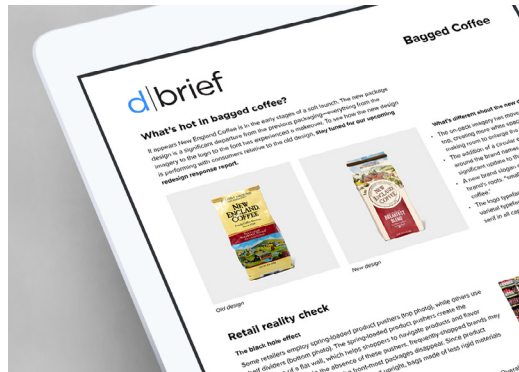
**HORIZON ORGANIC** ranks number one on “best for my family,” one of the top purchase drivers in the category.

# THE TOTAL PACKAGE

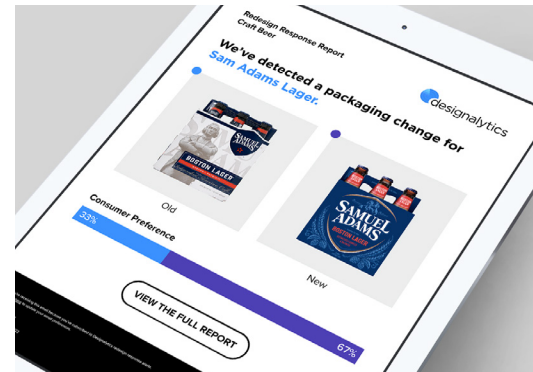
## ANNUAL CATEGORY REPORT



## 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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