

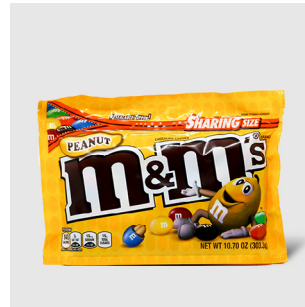
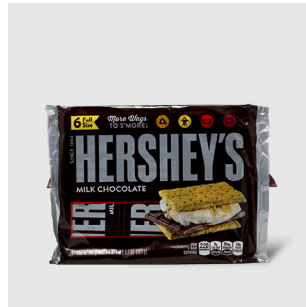
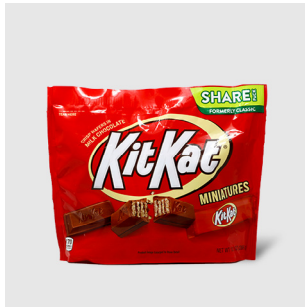
Multi-serve Chocolate

Subscription Overview



MULTI-SERVE CHOCOLATE is a \$1.3 billion-dollar category dominated by four major manufacturers. Across brands, there is some variation in package shape, size, and color—though there is considerable opportunity for challenger brands to introduce new design approaches. Most category incumbents emphasize the parent brand over the sub-brand and product imagery, reinforcing key visual assets to increase their already-considerable mental availability. Despite the strength of this approach, legacy brands should be mindful of newer entrants who may be able to break through with contrarian, attention-grabbing designs.

MULTI-SERVE CHOCOLATE BRANDS TRACKED IN 2019



STAND-OUT

Who grabs and holds attention?

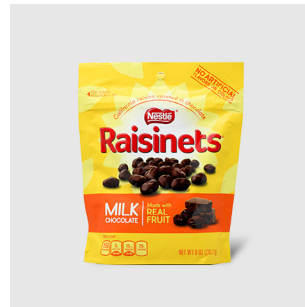
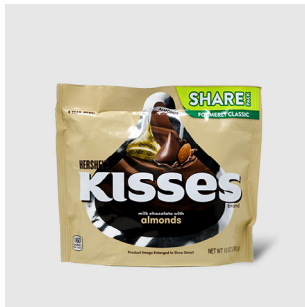
FINDABILITY

Who's the easiest to locate?



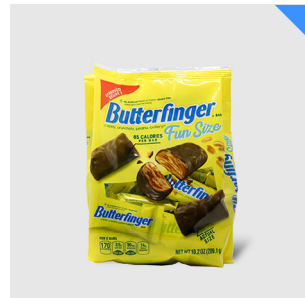
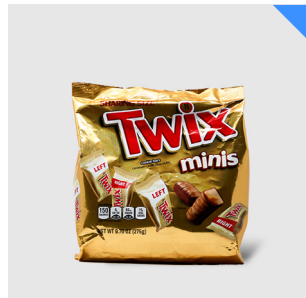
COMMUNICATION

Who owns the messages that drive purchase in the category?



MENTAL AVAILABILITY

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



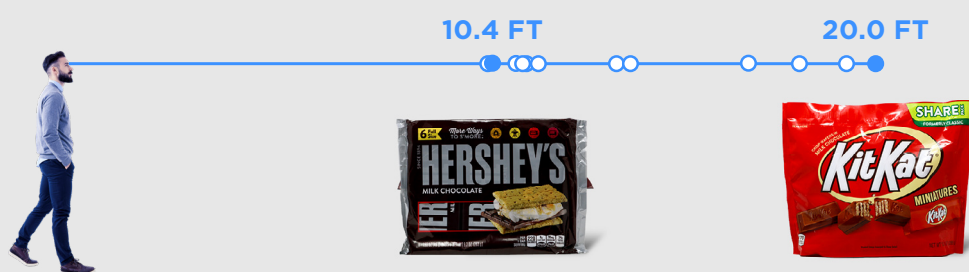
DISTINCTIVE ASSETS

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

RESONANCE

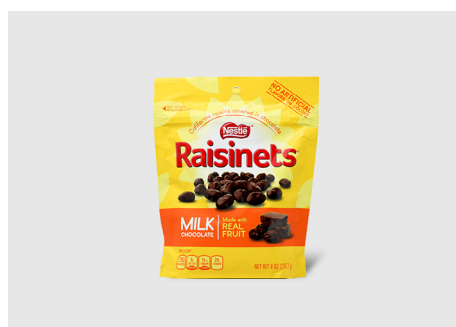
Which specific elements are most liked and disliked by consumers, and why?

SNEAK PEEK



KITKAT is the most easily recognizable package when viewed from afar, with nearly twice the range of Hershey.

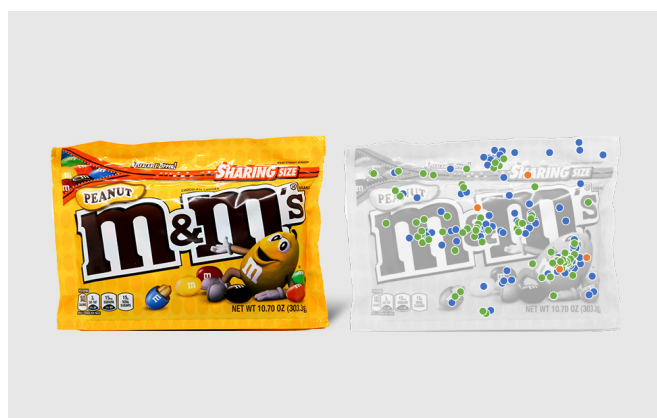
RAISINET'S share of attention jumps 33% when it occupies multiple facings rather than a single facing, suggesting that it could have a greater advantage in brick-and mortar retail environments than on e-commerce websites.



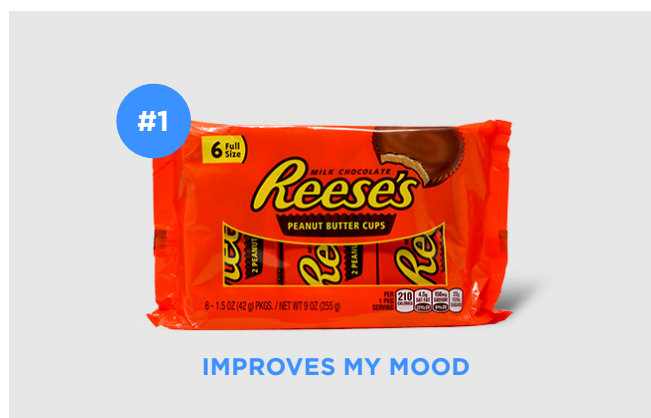
SINGLE



BLOCKED



PEANUT M&M'S claims one of the most distinctive, well-liked brand assets in the category with its M&M character illustration.

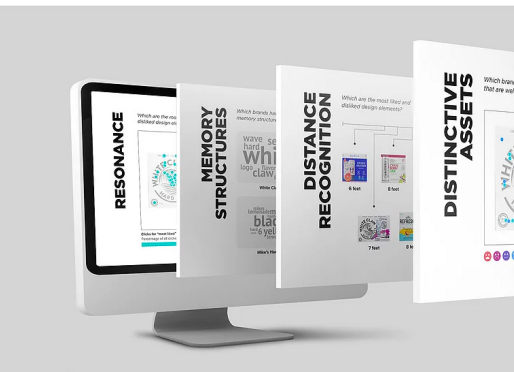


IMPROVES MY MOOD

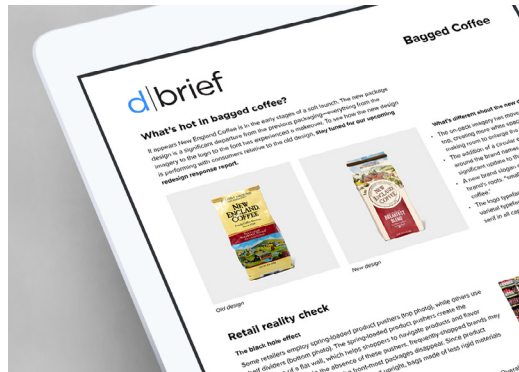
REESE'S ranks number one for "improves my mood," an emotional purchase driver for the category.

THE TOTAL PACKAGE

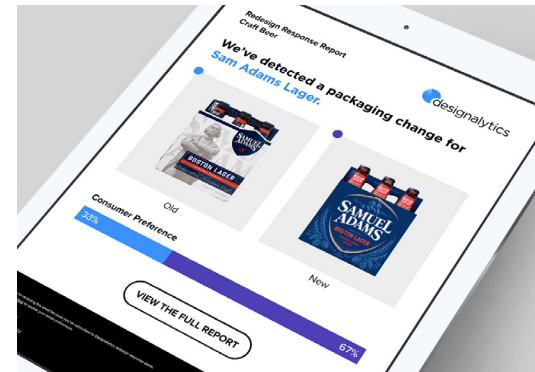
ANNUAL CATEGORY REPORT



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

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