

Shredded Cheese

Subscription Overview



SHREDDED CHEESE is a \$1.7 billion-dollar category with a wide array of manufacturers. Though package formats and materials remain highly consistent across brands, there is dramatic variation in color, typography, package graphics, claims, and overall design aesthetics. Since this is a visually dynamic category with fierce competition, it's critical that brands focus on clearly communicating claims, reinforcing key brand equities, and increasing mental availability with distinctive, attention-grabbing designs.

SHREDDDED CHEESE

BRANDS TRACKED IN 2019

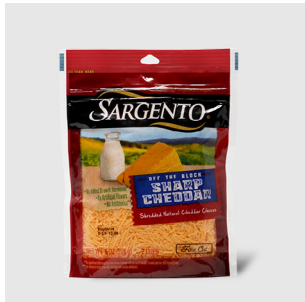


STAND-OUT

Who grabs and holds attention?

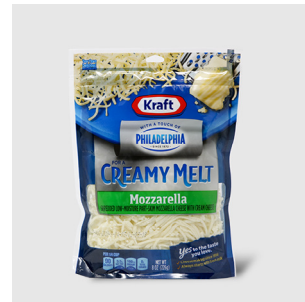
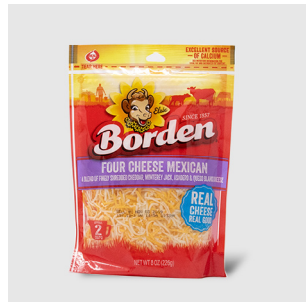
FINDABILITY

Who's the easiest to locate?



COMMUNICATION

Who owns the messages that drive purchase in the category?

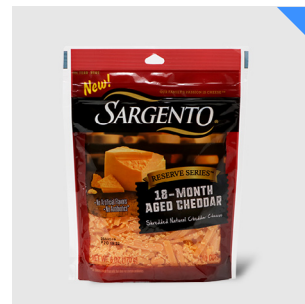
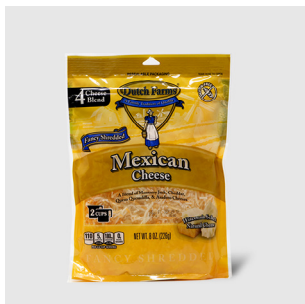


MENTAL AVAILABILITY

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



KRAFT is the most easily recognizable package when viewed from afar, with nearly twice the range of Horizon Organic.

TILLAMOOK'S visibility is 36% greater when it occupies a single facing rather than multiple facings, suggesting that it could have a greater advantage on e-commerce websites than in brick-and-mortar retail environments.



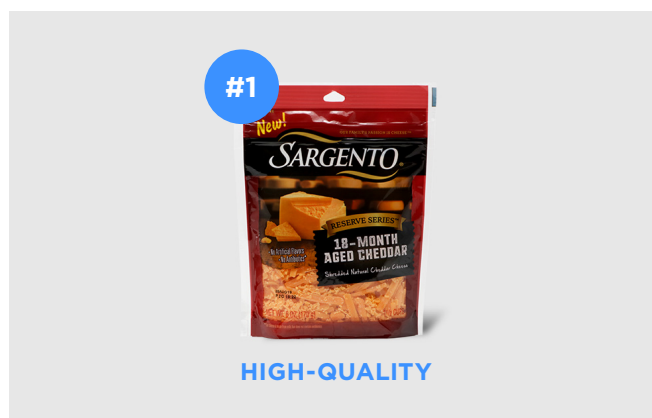
SINGLE



BLOCKED



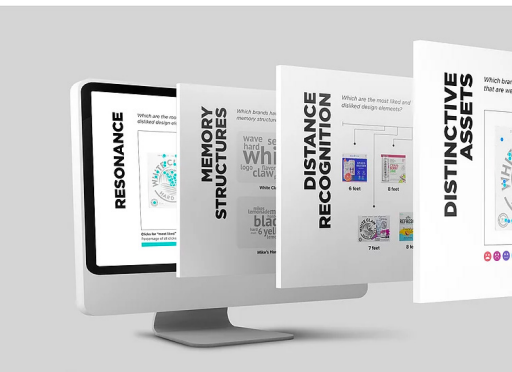
BORDEN'S "Elsie the Cow" iconography is a distinctive brand asset, but it scores lower on resonance when compared to other brands' visual assets.



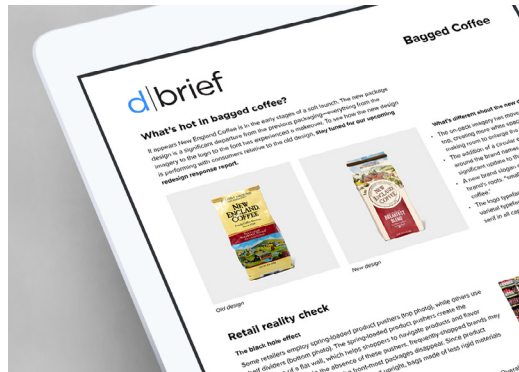
SARGENTO RESERVE SERIES ranks number one for "high-quality," one of the top purchase drivers in the category.

THE TOTAL PACKAGE

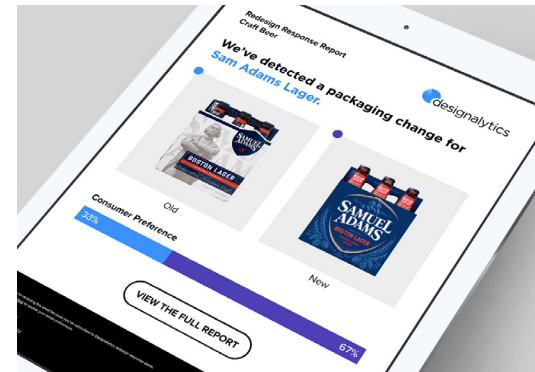
ANNUAL CATEGORY REPORT



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

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