

The 2016 Most Memorable New Product Launch Survey



Introduction

Schneider Associates and Sentient Decision Science are pleased to report on the 15th Annual Most Memorable New Product Launch Survey.

When we began issuing the report in 2002, the new product launch scene was substantially different; the media landscape had yet to experience a big shakeup as Facebook, MySpace, YouTube, Twitter, and Instagram all had yet to be invented. Vanilla Coke and Pepsi Blue were two of the most memorable launches of the year and 33 percent of our survey participants couldn't recall a single new product launched in 2002-- a stark contrast from 66 percent this year!



Word of mouth and recommendations from family and friends still hold the most power to impress a product upon a potential consumer.

Smart phones and social media have substantially changed the launch environment by providing around the clock news and information on demand, but remarkably, several factors have remained the same: word of mouth and recommendations from family and friends still hold the most power to impress a product upon a potential consumer. We are excited to share a new development this year on how free samples and coupons gained in influence and what we think that says about consumer confidence.

Every four years, the U.S. elections monopolize the airwaves and this year was no exception. The contentious candidacy of Trump vs Clinton made it virtually impossible for new products to break through the media noise. This ebook covers the regular drop in new product awareness in election years and what brands can do to break through.

Today's multi-channel media environment requires increasingly more impressions to make a product memorable. MMNPL respondents tell us they rely on six or more sources of information before making a decision about a new product. One thing will remain constant, Schneider Associates and Sentient Decision Science will continue to bring manufacturers, the media and consumers the latest information to help decode the new product launch landscape. We hope you find our report as useful as we do in guiding clients to new product success.



Top Ten Most Memorable New Product Launches of 2016

1 iPhone 7

2 KFC Nashville Hot Chicken

3 Pizza Hut Grilled Cheese Stuffed Crust Pizza

4 Amazon Echo Dot

5 Pizza Hut Bacon Stuffed Crust Pizza

6 Reese's Pieces Peanut Butter Cup

7 Samsung Gear VR

8 Deep Fried Frozen Twinkies

9 **TIE:** Doritos Mix / Taco Bell Crunchy Cheesy Core Burrito

10 **TIE:** Tesla Model X / Cheez-It Sandwich Crackers

Top Ten Most Memorable New Product Launches of 2016



The Apple iPhone 7 topped the list of Most Memorable New Product Launches of 2016-- making it the third iPhone model to place first since the original iPhone in 2007 and the iPhone 6 plus in 2014. Our product criteria requires that a product be significantly re-designed to qualify for the Most Memorable New Product Launch-- which is why most new iPhone models never make the list.

This year, Apple made a bold choice to remove the headphone jack in order to make the iPhone 7 waterproof. The controversy surrounding this decision was even greater than the reaction to Apple's lightning port charging system a few years ago. Some people felt it was a pioneering step towards

the future, others felt it was a wrong-headed move that would alienate those who want to use regular headphones, not only Apple-approved devices. But all publicity is good publicity, and the coverage helped the iPhone 7 achieve significant press coverage and word-of-mouth buzz.

The media blitz surrounding every Apple keynote presentation and product launch boosts its visibility, but some models, like the iPhone 5c, only ranked as the third Most Memorable New Product Launch of the year. Perhaps the headphone jack controversy helped iPhone 7 edge out the competition.

Apple consistently coordinates a big, multi-channel advertising and marketing push for each new product. For iPhone 7, an ad featuring the booming soundtrack of ACDC's "Thunderstruck" put the phone's water-resistant capabilities front-and-center, showing an ambitious cyclist prepping for a ride through a torrential downpour.

Ads for the iPhone 7 appeared on TV, social channels, billboards and in print. Combined with the earned and shared media coverage, Apple's latest smartphone was dialed in for success

A subsequent ad in the campaign showed a diver taking advantage of the fact the iPhone 7 is now waterproof. Other videos showed the phone's speaker, camera and fast operating capabilities. Ads for the iPhone 7 appeared on TV, social channels, billboards and in print. Combined with the earned and shared media coverage, Apple's latest smartphone was dialed in for success-- and sold out in stores within a few weeks. While Apple struggled to keep up with demand, consumers were surrounded by messages that continued to fuel it.

KFC is another big MMNPL winner. Their Double Down and Grilled Chicken topped our list (2010 and 2009 respectively) when they were launched thanks to a big mixed media marketing push. KFC's new Nashville Hot Chicken blazed onto the market after a very successful ad campaign for the overall brand in which different comedians took turns imitating the famous Colonel Sanders, each claiming to be "the real Colonel."



KFC tapped Mad Men star Vincent Kartheiser to play the "Nashville Hot Colonel" in its newest ads. As the name says, he's younger, hotter and just a little sweet. The first Nashville Hot Chicken spot frames it as forbidden fruit-- a nuclear era dad busting his teenage daughter eating the spicy, crispy chicken tenders while bopping along to a record, the cover featuring Kartheiser's "Hot" Colonel. To which she says "I'm young and I need to try new things! You should too!" KFC cheekily capitalizes on its status as a guilty pleasure, creating the kind of emotional message that resonates with consumers.



This kind of
game-changing
technology makes
its own news

Samsung Gear VR was the inescapable tech topic of the year. The device seemed to be everywhere-- TV commercials, newspapers, social videos, and of course many TV shows either had hosts playing with the device or including it in their news coverage.

This kind of game-changing technology makes its own news-- unlike other virtual reality devices like Oculus, Samsung Gear VR only requires a Samsung smartphone to work. This strategy has the double benefit of making the device less expensive and the Samsung smartphone multi-purpose. Not to mention that experiencing VR for the first time makes for the kind of pictures and video that people are eager to share with their friends and family.

The TV commercials, videos and promo images show people young and old marveling while they play a fully immersive game or zoom through space. Samsung Gear VR surrounded consumers with paid, earned, shared and owned media, making it a truly memorable new product launch.

Similarly, Amazon's Echo Dot took Amazon's innovative Echo technology and put it in a small and affordable package. This was one of the hot holiday gifts of the year, selling out rapidly online. No wonder it placed as number four on our list.

For under \$50, consumers could harness all of the power of Amazon's Alexa assistant, which plays music, makes shopping list, sets alarms and more. Amazon invested in a multimedia campaign with TV and digital ads, plus it benefited from being the premier online shopping destination-- Amazon members received emails about the Echo Dot and a promotion was displayed on almost every Amazon page.



While the Tesla Model X (tied at #10) is technically in the “Automotive” category, it’s practically a computer with wheels. Tesla’s electric cars feature unrivaled innovation, roaring pickup and the ability to drive themselves. With a price tag under \$100,000, demand for the new car was high. Tesla launches its vehicles mainly through influencer



marketing and media relations. After giving Model S cars to many celebrities and buzz-generators like TheOatmeal.com’s Matthew Inman and Stephen Colbert, the announcement of the Tesla Model X resulted in so many pre-order requests that they had to start a wait list. Not only was news about the Tesla Model X plastered all over the Internet, the coverage itself was different from most other articles about cars. Tesla set itself apart by making its electric vehicles into luxury status symbols: they are hard to get and very expensive. The cars are not only good for the environment, but also beautiful to look at and fun to drive.

2016 was a big year for combining popular flavors.



Pizza Hut knocked this concept out of the park with two products making our top ten: Grilled Cheese Stuffed Crust Pizza (#3) and Bacon Stuffed Crust Pizza (#5). Stuffed Crust Pizza has long been one of Pizza Hut’s best-selling menu items, and the new Bacon and Grilled Cheese versions give customers more of what they love. Taco Bell let its customers have it all with the new Crunchy Cheesy Core Burrito (tied at #9), affording consumers the opportunity enjoy both hard and soft taco shells, and all the gooey cheese normally found on nachos.

Coming in at #6, Reese's Pieces Peanut Butter Cup is a product that marries two beloved products. Product combination is a strategy that worked well for Reeses, as it did for for Taco Bell, which had two Doritos Locos Tacos make the MMNPL in the years they launched (2012 and 2013 respectively).



Doritos made the list again this year with its new Doritos Mix tied at #9, which put several chip flavors and shapes in one bag. Cheez-Its also built on their classic crackers with their Sandwich Crackers (tied at #10.) Prepackaged with three different cheese spread flavors-- Italian cheese blend, classic cheddar and spicy queso-- sandwiched in between their beloved crackers, the new Cheez-It Sandwich Crackers are a cheese-lover's dream. And Hostess is back in a big way putting county fair food in every kitchen with its Deep Fried Frozen Twinkies coming in at #8 on our list. No fryer necessary, just pop them into the oven and imagine the carnival music blaring.

Big indulgence foods often make the MMNPL thanks to the word-of-mouth buzz generated by their calorie or carb impact. These over-the-top products beg to be tried just so people can say "I ate one." The Deep Fried Frozen Twinkies were also helped by an exclusive introduction at Walmart, and were promoted heavily in-store and in circulars. All of these food products benefitted from extensive couponing campaigns. You'll read in our upcoming insights about how couponing and free sampling have become increasingly influential to consumers in the past few years.

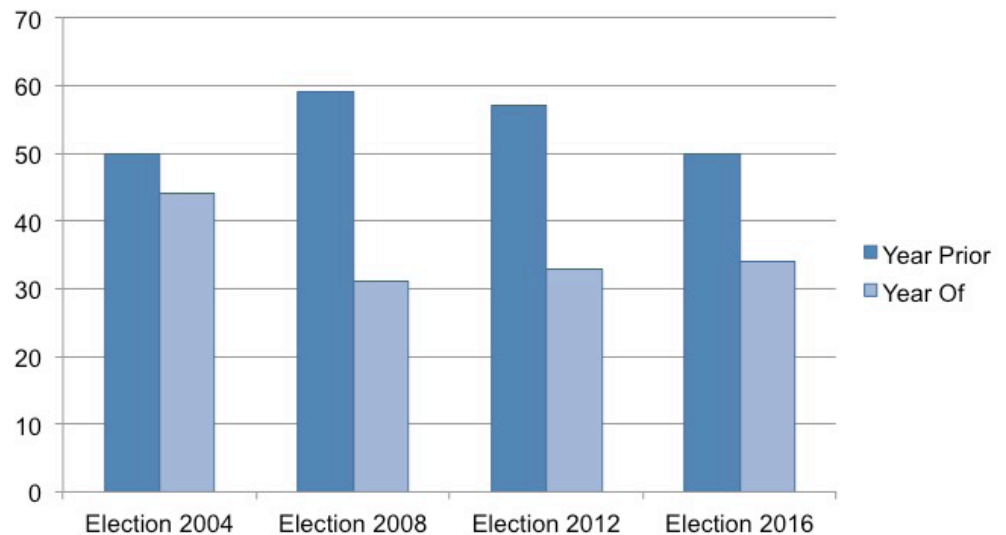


Insight #1: Election Years Are Tough on New Products

For the fourth time in the 15-year history of the MMNPL survey, a presidential election coincided with a drop in consumer awareness of new products. Sixty-six percent of consumers surveyed could not remember a single new product launched in 2016. This is a 16 percent increase from 2015, when only 50 percent of people could not recall any new product launches. During the 2012 presidential election, the number of consumers able to remember a new product dropped from 57 percent to 33 percent. In 2008, again an election year, we saw the highest percentage drop ever with 69 percent of consumers unable to remember a single product launch-- a 28 percent rise over 2007.



Drop-off of recall in election steepest in 2008, shrinking afterwards



Presidential election years create an incredibly distracting and cluttered media environment. Advertising channels become filled with political ads and the news coverage is wall-to-wall politics. Election coverage kicked off in the summer of 2015 with a large field of Republican nominees announcing their candidacy. A particularly dramatic, contentious and unusual election cycle also dominated the news and social media-- making it incredibly challenging for brands to break through. At Schneider Associates, the feedback from journalists was consistent-- if it doesn't relate to the election, we're not interested in covering it.

Elections are a high stakes event.

Our MMNPL research tells us that a strong emotional resonance is necessary to make a product memorable. It's hard to make your brand's emotional case when you're competing with major issues like the environment, interpretation of constitutional rights and the economy. We also know that disseminating your message across multiple channels, mixing paid, earned, owned and shared media, is crucial to making a lasting impression with consumers. Paid, earned and shared media are harder to come by and more expensive in election years. Paid media requires brands to compete with big political campaign dollars and clout. The journalists you'd normally pitch for earned media are too busy covering the latest candidate scandal or gaffe. Shared media seems to get lost in social feeds full of tweets from candidates, comments from their aggressive supporters, and real and fake news stories, making those who are invested in politics too overloaded to notice your brand. Those who are ambivalent about politics seem to get tired of seeing all the political rhetoric and often curtail their social media consumption until after the inauguration.

Unless you have the luxury of a trusted brand name and reputation, it's best to avoid launching a new product in an election year.

What does all this mean to marketers? Unless you have the luxury of a trusted brand name and reputation, it's best to avoid launching a new product in an election year.



Insight #2: Coupons and Samples Move Consumers



After the recession began in 2007, we started including MMNPL survey questions about what information sources (or media) consumers use to learn about new products. We also ask them which of those sources influences their purchase decisions. In the recession years and until the economy was well on its way to recovery in 2012, we saw that free samples,

coupons and recommendations from family and friends were highly influential. Over the next few years, the number of people citing free samples, coupons or recommendations influencing their purchasing decisions steadily declined. But things made a big turn in 2016.

Free samples are cited by 23 percent of consumers, up 13 percent over last year. Coupons are cited by 21 percent of consumers, up from 10 percent last year. Recommendations from family and friends are also cited by 21 percent, up six percent from last year. This signals that consumers might be feeling the kind of economic insecurity that they felt during and emerging from the recession.

Jobs, the gender wage gap, executive pay and minimum wage were hot topics in 2016. These issues received extensive news coverage and even more attention from political candidates. We cannot be sure if this insecurity is signaling another dip in the economy, or if consumers simply felt increased anxiety from the headlines about how poorly the middle class was fairing.

If you want to convince people to try your new product when money is tight and times are uncertain, investing in a coupon or sampling campaign is worthwhile.



When people feel good about the economy and their place in it, they're not afraid to take a risk and buy new products. A product that looks cool on TV or Facebook is worth considering if you're not worried about losing your job or spending more than you earn. However, if consumers are stressed due to stagnating wages, job loss or a slumping stock market, they can become risk averse. It's a lot less stressful to buy something new if it has been introduced to you through a free sample, discount coupon, or from a friend who spoke of the positive experience they had with the product.

This means that marketers should keep an eye on the economy and consider how the news can affect their marketing plans. If you want to convince people to try your new product when money is tight and times are uncertain, investing in a coupon or sampling campaign is worthwhile. A great way to get recommendations from family and friends is to offer referral deals or incentivize consumers who write reviews or provide testimonials. Alternatively, if the economy is booming, paid spends on TV, Facebook or YouTube are cost effective ways to activate influence. If you keep your ear to the ground (or Twitter), you can create the right media mix no matter what the year brings.

Insight #3: Consumers Want to Buy American



Ever since we began asking consumers what features influence their decision to try or buy a new product, two attributes have consistently scored highest.

Having a trusted brand name and being “Made in the U.S.A.” are the two most influential factors when it comes to influencing consumers to try and buy new products.

It’s easy to see why these two product attributes are so influential. Consumers want a high-quality

product, but how can you know if a product is good quality when it’s brand new?

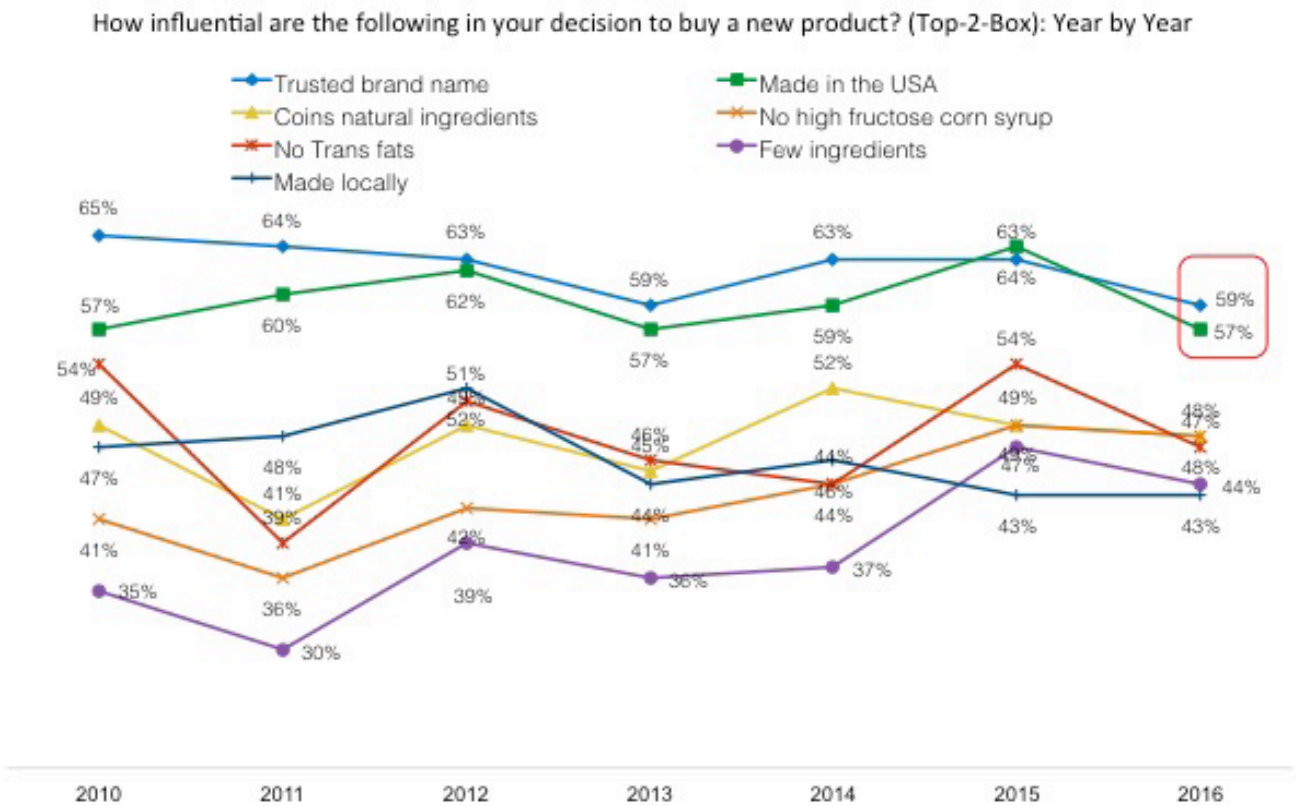
A trusted brand name goes a long way. Consumers know that if they enjoy other products from that brand, they’re likely to enjoy a new product as well. But “trusted” is a bit more complicated. We all have brands we trust-- a brand whose products or services are enjoyable and of consistently high quality. Maybe we love the company’s customer service so trying a new product isn’t much of

a risk. In her Harvard Business Review article “Why Most Product Launches Fail,” Joan Schneider identified that the two most common reasons why product launches are not successful: if a “company can’t support fast growth” and if “the product falls short of claims and gets bashed.” Brands need to have good customer service, a steady supply chain, products that deliver on their promises and consistent product quality in order to inspire brand affinity and loyalty.

Brands need to have good customer service, a steady supply chain, products that deliver on their promises and consistent product quality in order to be successful.

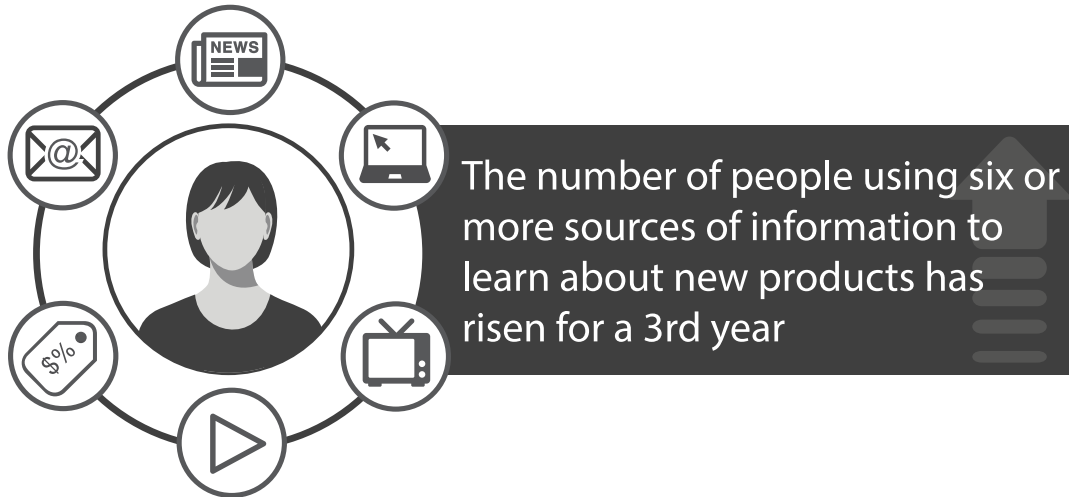
American manufacturing has a global reputation as the gold-standard for quality. “Made in the U.S.A” is more than just the country of origin. It means the product was manufactured in a clean, safe and well-run factory. It means that the workers were paid a decent wage and are proud of the products they created. It makes consumers feel good to buy a product that was made in America. It gives consumers both trust in the quality and confidence that their money is supporting the economy and their country. We also think Donald Trump’s “Make America Great Again” campaign slogan and his talk of how off-shore trade deals are hurting the economy reinforced the importance of “Made in America” in 2016.

But what’s most compelling about these two factors is that they can’t be faked. You can’t build a trusted brand name on a house of cards and you can’t stamp your products “Made in the U.S.A.” unless they were actually made here. Smart marketers will spend their time building a trusted brand name. And if your product is made in America? Tell people! They want to know.



Q20: How influential were the following in your decision to buy a new product? | Top-2-box influential, Top 10 Attributes

Insight #4: Consumers Are More Plugged in Than Ever



Multi-channel marketing is more important than ever. People who use six or more sources of information to learn about a new product are far more likely to remember it; 54 percent remembered a product launched in 2016. Only 41 percent of those who used four or five sources of information could remember a new product. Respondents who used two or three sources of information and those who used one ranked even lower when it came to remembering new products: 28 percent and 13 percent respectively.

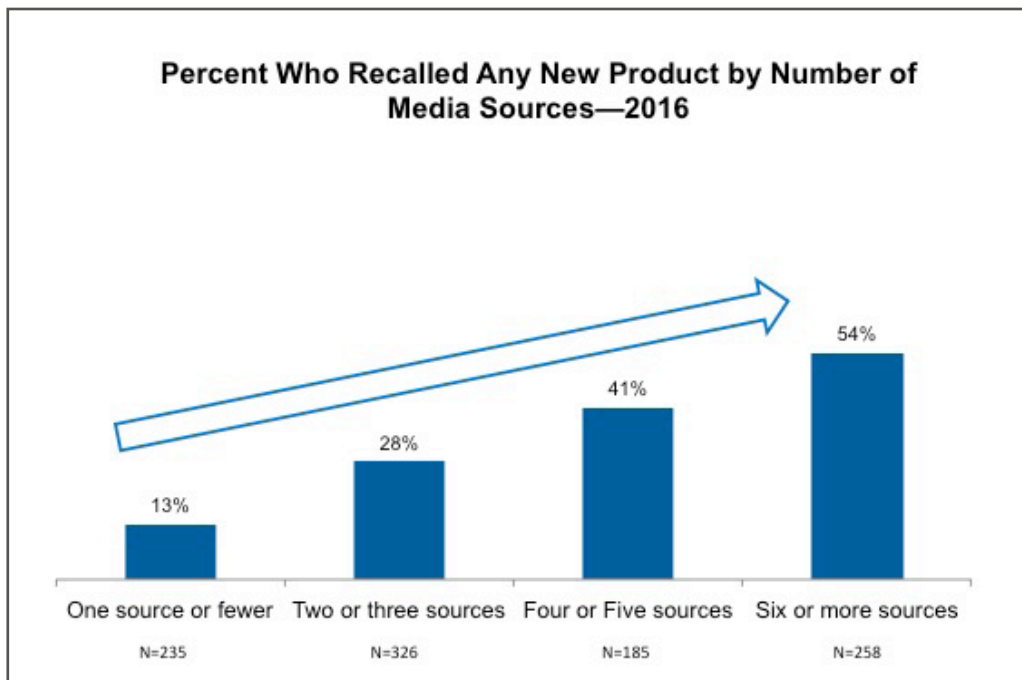
{ This is the third year where the number of people using six or more sources of information to learn about new products has risen. }

This is the third year where the number of people using six or more sources of information to learn about new products has risen. Consumers are more plugged in than ever. Smartphone use has become widely adopted, putting multiple sources of streaming content, social media and news in the pockets of the majority of consumers-- 68 percent of adults, according to Pew Research.

As consumers increase their media consumption, marketers must keep pace in making sure their campaigns cover paid, earned, shared and owned media. Strong messaging shared over many channels gives brands greater certainty that they are reaching their target audiences frequently enough to make a memorable impression.

It is essential for a brand's media relations, social media, direct marketing and advertising teams to be coordinated. Only by being consistent in messaging and sharing data with each other can these integrated marketing efforts make the most impact. A cooperative effort will go a lot further than the siloed approach. Shared data means a better analysis of what messaging is working best and shared creative means a better chance of getting the messaging right.

Brands need to be nimble in their approach. While using the right channels to reach target audiences is key, understanding the analytics helps determine which channels are most efficient. Constantly evaluating the analytics and perfecting the course enables marketers to stretch their budgets by increasing spends on effective channels and eliminating those that are not producing.



Insight #5: Gender Gap for New Product Recall is Shrinking

Household purchasing decisions have changed. We no longer live in a world where the man decides what car to buy while the woman is home preparing dinner.

Gender equality has become an increasingly important topic in media and society over the past few years. Consumers are savvy, and are demanding that brands move away from gender specific marketing. Gone are the days where cars were exclusively marketed to men and food exclusively to women. Furthermore, brands that follow sexist stereotypes like the dopey dad or woman-as-decoration are likely to draw public outcries or worse, boycotts.

Luckily, most marketers and brands are enlightened and run campaigns that reflect the reality of 2016 where many women are bread-winners and men are proud stay-at-home dads. These trends have been evident in our MMNPL data since 2013-- the gender gap in new product recall is shrinking. In 2016, only three percent more men could remember a new product launched in the last year. That's down from six percent in 2015 and nine percent in 2014.

Looking at the Most Memorable New Product Launches of the year, it's easy to see why this gap is so small. iPhones, Pizza Hut pizzas, KFC Nashville Hot Chicken, Samsung VR, Amazon Echo Dot, Doritos Mix, and Hostess Frozen Deep Fried Twinkies are all gender neutral products that appeal and can be marketed to everyone.



Marketers should take heed of these statistics. Household purchasing decisions have changed. We no longer live in a world where the man decides what car to buy while the woman is home preparing dinner.

Develop creative that's tailored to your audience's interests, and remember that creative that puts down or pokes fun at either gender is wading into risky territory. Focus on your brand promise and how you can make life better and easier for your target audience.



CoverGirl showed a great example of how a brand can focus on the personal value one holds to their product by casting its first ever "CoverBoy," makeup sensation James Charles, on Instagram and YouTube. Rather than focusing efforts on only the majority of its consumer base, CoverGirl opened it up to any and all people who enjoy interacting with the brand, no matter how small the segment may be. While the move was daring, it also makes sense: his online audience loves makeup, and looks to James for tips and recommendations. While he may not necessarily look like CoverGirl's core customer, he showcases the brand's promise perfectly: looking beautiful should be easy, and anyone can do it if they use the right products.

The other added benefit here is potentially doubling your audience--if you eliminate 50 percent of the population, you might be unnecessarily limiting half of your product's reach.

Insight #6: Pick Your Goals, Then Pick Your Media



When it comes to investing in media, it's important to establish your goals before determining the media mix. The outcomes you desire and the consumers you want to reach will determine the choice of channels and the roles they will play in your overall campaign.

The MMNPL survey tracks not only which information sources consumers use to learn about new products, but also which information sources are the most influential in making product decisions. This allows us to determine which channels are best for brands wanting to raise awareness and which are best for brands wanting to sell product.

If you want to raise awareness, TV commercials and in-store displays are the best way to motivate consumers to remember new products. These forms of media consistently rank highly with consumers as information sources. Since 2002 when we launched the MMNPL survey, TV commercials have ranked number one in educating consumers about new products. For consumers over the age of 35, television outpaces other sources of information by an average of 39 percent. Younger generations are most likely to learn about new products from social media but TV commercials now populate Facebook, Instagram, Twitter, YouTube, LinkedIn, Tumblr, Snapchat and virtually all other social channels.

If you want to raise awareness, TV commercials and in-store displays are the best way to motivate consumers to remember new products.



If you want to drive purchases, a sampling program or coupons are shown to be the most influential source of information about new products. It lowers the risk involved in the purchase decision, making it easier for consumers to try something new and effectively eliminates buyer's remorse, as consumers are either getting the product for a discounted price or are buying a product they already tested and liked. With new digital couponing and sampling techniques, it's easier than ever for brands to offer free samples and discounts to entice people to try a new product.

Before planning your product launch, know your goals and your audience. Decide if it's more important to raise awareness or generate conversions. Determine your audience's demographics and what media they are likely consume. Use that data to allocate budget towards the media tactics and channels that are most likely to meet your goals.

Insight #7: Food Innovation Wave

If there's one thing we've learned after 15 years of conducting the MMNPL survey, it's that innovation is the secret to a very memorable new product launch. Innovation is attention-grabbing. It can change the way we live our lives, or at least gets people talking.

These high-emotion moments are what comprise strong memories, and what makes a significant difference in raising awareness and generating sales.

Over the past ten or so years, tech brands have been in an innovation race. We saw smartphones crowd the market and flaunt a myriad of cutting-edge features--like Samsung's Gear VR technology.

We saw TVs gain 3D capabilities and curved displays. And in 2016, smart home gadgets like this year's Amazon Echo Dot and the newly-launched Google Home now allow consumers to connect the internet to their lives like never before.



This is the first time in five years that the majority of products that topped our MMNPL list were food items.

But there will always be ebbs and flows when it comes to innovation in any sector. The smartphone market is saturated and as a result, the rate of big ideas is slowing. With TVs, blu-ray players and other devices all wired for streaming, the new frontiers for a connected home are changing. But when one sector slows, another steps up to offer incredible ideas. And right now, the food industry is cooking up fresh new ideas.



Pizza Hut, Taco Bell, KFC, Reese's, Doritos, Cheez-Its and Hostess dominated this year's MMNPL list with their new and exciting food items. These brands went beyond just flavor variations and sizes to develop products that were appetizing and news-grabbing.



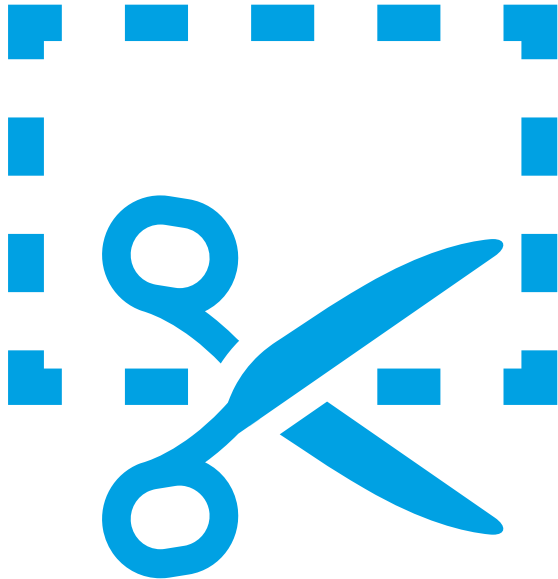
This is the first time in five years that the majority of products that topped our MMNPL list were food items. “While technology products continued to be top of mind for consumers, food products took eight of the top 10 most memorable products,” said Joan Schneider, CEO of Schneider Associates.

“With the 24-hour election news cycle as the new norm, products that broke through the noise were national snack food favorites from trusted brands like spicy chicken from KFC, innovative pizza from Pizza Hut, a new form of Twinkies from Hostess, candy treats from Hershey's, a burrito remix from Taco Bell and munchies from Frito-Lay and Kellogg's.”

Dr. Aaron Reid, Chief Behavioral Scientist at Sentient Decision Science, notes, “the surprise this year was the number of innovative food items from QSR and CPG companies on the Top Ten most memorable list. What didn't surprise us was the products that did breakthrough were also the most emotionally evocative.”

Insight #8:

Consumer Are More Likely to Adopt New Food Products



A combination of winning innovation and extensive couponing and sampling campaigns show why these 2016 food product launches were so memorable. The adoption rate for these new food products is consistently high across the board.

When you try a product because you received a coupon or free sample, you're going to remember that product. Technology products typically lag in product adoption rate even though they lead in awareness because they tend to be more expensive. New tech products are also usually not promoted with a

discount, except on big shopping days like Black Friday. The low price point of food items, coupled with coupons or a free sample provides consumers with the perfect low-risk trial scenario. The worst that could happen is that the food doesn't taste good.

Food has appeal and accessibility far beyond early-adopters and tech geeks. Everyone needs to eat, but not everyone needs a new tablet. You don't need to spend any time setting up a pizza before you eat it. Crackers don't need WiFi to work and a burrito doesn't need to synch with your other devices before you know if it's good or not. This low-commitment, small-reward decision is easy to make.

The lesson for marketers here is: if you give people an easy and low-risk way to try your product, they're more likely to buy it. If you can't just offer the traditional free sample or coupon, experiential marketing will be able to showcase your new product in a way that lets consumers see first-hand what its benefits are. Tesla does this by having its showrooms in malls or test drive opportunities at popular events-- consumers can experience a Tesla without having to go out of their way or commit to buying one.

At SA, we've worked with sampling networks and bloggers for couponing and free sampling campaigns. We leverage the influence of the bloggers by partnering with them for Twitter chats or sponsored posts. Each chat or post includes a chance to win free samples, along with a discount code or downloadable coupon for the product. We also encourage the winners to post pictures and reviews of their prize packages to make the engagements as valuable as possible.

These campaigns are highly successful for raising awareness of a new product and driving sales. The combination of the trusted word of the blogger and the incentive of the coupon or free sample is a compelling message for your target customer.

Information Source	2016	2015	2014	2013	2012	2011	2010	2009
TV commercials	↓ 24%	28%	31%	29%	27%	44%	32%	37%
Free samples	↑ 23%	10%	10%	12%	18%	22%	28%	20%
Recommended by family and friends	↑ 21%	15%	14%	14%	15%	28%	27%	20%
Received a coupon	↑ 21%	10%	9%	13%	20%	24%	32%	23%
In-store displays/signage at shelf	↑ 18%	12%	14%	13%	15%	24%	23%	18%
Facebook	↓ 11%	15%	12%	11%	5%	17%	5%	3%
Search engine (e.g., Google, Bing, Yahoo)	9%	11%	10%	8%	5%	16%	7%	5%
Online product reviews	8%	10%	8%	9%	5%	12%	12%	10%
Magazine advertisements	8%	8%	8%	8%	6%	17%	13%	17%
YouTube	↓ 8%	13%	N/A	N/A	N/A	N/A	N/A	N/A
E-mail	↓ 8%	12%	9%	8%	7%	9%	7%	5%
Articles in magazines or newspapers	7%	7%	7%	7%	8%	17%	6%	16%
Product reviews in magazines or newspapers	7%	6%	6%	8%	6%	16%	15%	15%
Product mentioned in TV news story	6%	7%	10%	9%	4%	15%	9%	N/A
In-store television ads and programming	6%	5%	7%	5%	2%	10%	5%	5%
Online news articles	5%	7%	7%	6%	5%	9%	10%	7%
Twitter	4%	6%	4%	4%	1%	3%	1%	2%
Coupon from social buying site	4%	4%	4%	4%	5%	6%	N/A	N/A
Online banner advertisements	4%	4%	4%	4%	2%	5%	3%	2%
Online video advertisements	4%	5%	6%	4%	3%	8%	4%	2%
Infomercials	4%	4%	3%	4%	1%	6%	3%	3%
Blog or video blog	2%	3%	2%	3%	1%	5%	3%	2%
Advertisement in a mobile app (application)	2%	2%	3%	2%	0%	N/A	N/A	N/A
Advertisement in a game or online game	2%	3%	3%	3%	1%	5%	N/A	N/A
Online forum or message boards	2%	2%	2%	3%	1%	5%	4%	2%
Text message or ad to cell phone or PDA	2%	1%	2%	2%	0%	2%	1%	0%

Influence Index Scores 2009-2016

Insight #9: Emotion Cements New Products in Consumer Memory

Every election year, we see the percentage of American's who can recall a new product launch drop to less than a third of the population. Yet, even in non-election years the highest percentage of American's who can recall a new product is in the 60 percent range. So what types of products are able to break into the consumer consciousness? And what does it take to become a product that is top-of-mind for consumers?

The answer is easy: an emotional connection.



We consistently find the new products that are top-of-mind for consumers are those that have made an emotional connection. With over 40,000 new products launched each year in the US, emotion coupled with repeated exposure through multiple channels is the one-two punch approach for breaking through.

The reason this combination is so potent goes to the very foundation of how memories are formed. Memory structures in the human mind are created and strengthened by repeated pairing of two concepts. (e.g. Hungry? Grab a Snickers!) The more the repetition, the stronger the association. The more sources of information delivering the pairing of the two concepts, the more robust the neural network associations surrounding the pairing, and thus the harder it is to erase that memory from the mind.

But how does emotion play a role in the way memories are formed? Essentially, emotion acts as an amplifier. The stronger the emotion at the moment of pairing, the stronger the association that is formed-- and therefore, (and this is key for marketers), the fewer repetitions needed to cement that memory in Consumer minds. Put another way, you could spend the same marketing budget on your new product launch campaign as your competition, with the same reach and frequency and number of sources, but if your message is not as emotional, your competition will win.

At Schneider Associates and Sentient Decision Decision Science, we're revolutionizing the way the marketers can create, gain access and amplify the emotion inherent in new product launches. This year in the MMNPL we implemented an advance neuromarketing technique using a technology called Sentient Prime, that measures the strength of emotional associations with new products in memory.

Using a patent-pending emotional swipe technology, coupled with millisecond timing and intensity measures on mobile devices, we captured the depth of encoding in memory of all 50 new product launches on the the MMNPL list. The results were telling.

The leader in emotional marketing, Apple, has the formula for memory encoding down pat. The iPhone 7, scored the highest in emotional memory encoding with an index score of 134.4-- over 30 points higher than the nearest competitor.

But what if you're not Apple, can you still breakthrough into the Consumer subconscious and make that emotional connection you need? Absolutely. Consider the success of Pizza Hut Grilled Cheese Stuffed Crust Pizza, with a sliver of the marketing budget of Apple's iPhone 7. While only 13% of consumers reported recalling the product top-of-mind, the Sentient Prime non-conscious data revealed that 50% of consumers showed a subconscious emotional trace in their memories. This positive connection, if made repeatedly through multiple sources of information to the right target audience, would result in long lasting, business driving emotional associations cemented in consumer memory.

So do you amplify your message and breakthrough, even in bombastic election years? Touch people, emotionally.

Conclusion

While we can't predict whether 2017 will see more technological breakthroughs or if the food sector will continue to stir up recipes for success, we can promise you that SA and Sentient Decision Research will be tracking what happens in the new product arena with next year's MMNPL survey. If you'd like to learn more about our research or would like to know how your brand can use our insights to successfully launch your next product, email us.

