CLIENT DAY 2018

FINDING NEW SHOPPERS

以顾客需求为核心的创新为品牌赢取新顾客

Winning potential shoppers via consumer-centric innovation

KANTAR WORLDPANEL

a CTR service in China

所有的顾客都是一样：他们想要新的东西，他们想要好的东西，他们想要特别的东西。如果我们能为顾客创造这些东西，他们就会来。

All the consumers are the same: they want new things, they want good things, they want unique things. If we can create these kind of things for consumers, they will come.

- 马云 Jack Ma

品牌每年在新品研发和发展上投入大量资金

Billions of dollars are poured into innovation research and development every year

在中国，平均每3分钟，诞生一个新品

A new product is launched **every 3 minutes** in China

90% 的厂商都在过去一年内上市过新品

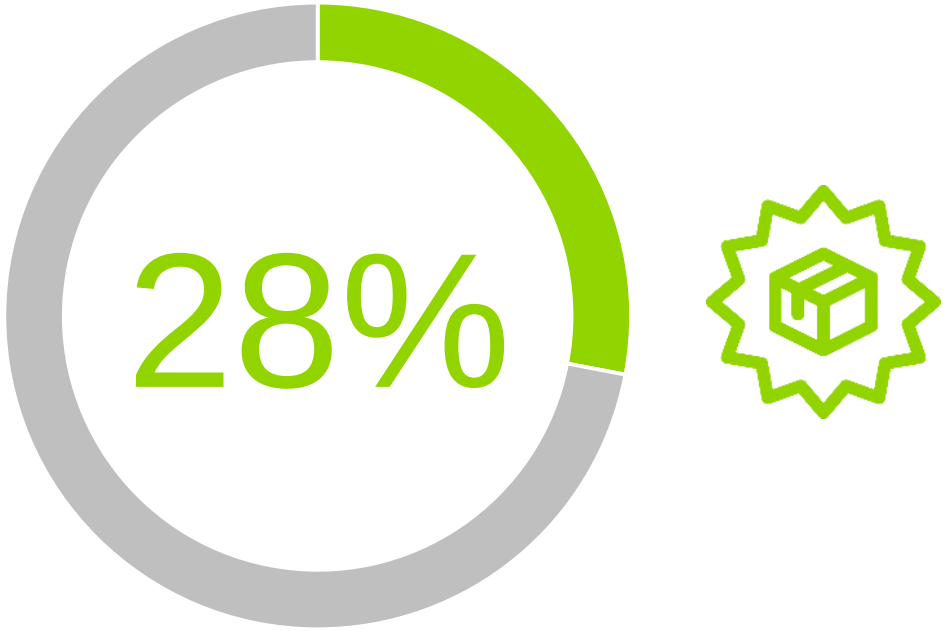
90% Manufacturers launched new products in recent 1 year

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
Data Source: Kantar Worldpanel, Household Panel 2018P5, new barcodes appeared in recent 1 year

大多数的新品都没有为品牌带来新顾客或销售增量

Most NPD are not bringing incremental buyers or sales to the parent brand

%新品为品牌带来了提升 vs. 品牌老品
%NPD drove incremental to the brand vs. EPD



%新品为品牌带来了新顾客 vs. 品牌老品
%NPD brought new shoppers to the brand vs. EPD

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
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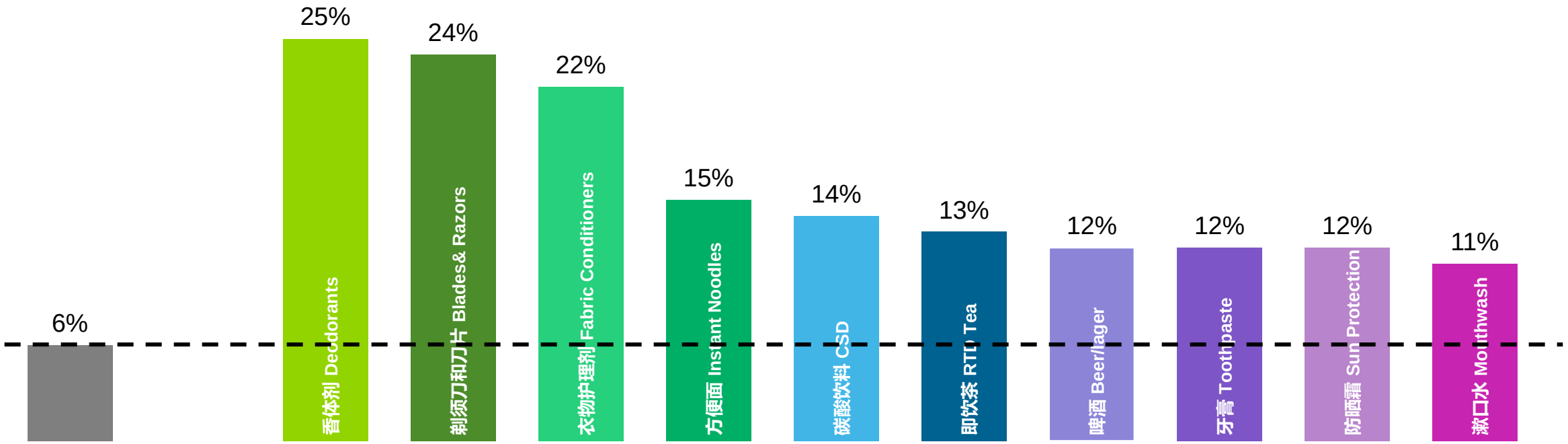
新兴的个人护理和冲动型食品饮料品类更容易通过新品吸引新顾客

Emerging Personal Care Categories and Impulse Food & Beverage Categories outperformed in driving brand new shoppers through NPD

%新品为品牌带来了新顾客 vs. 品牌老品
%NPD brought new shoppers to the brand vs. EPD



快消品总体 FMCG TOTAL

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
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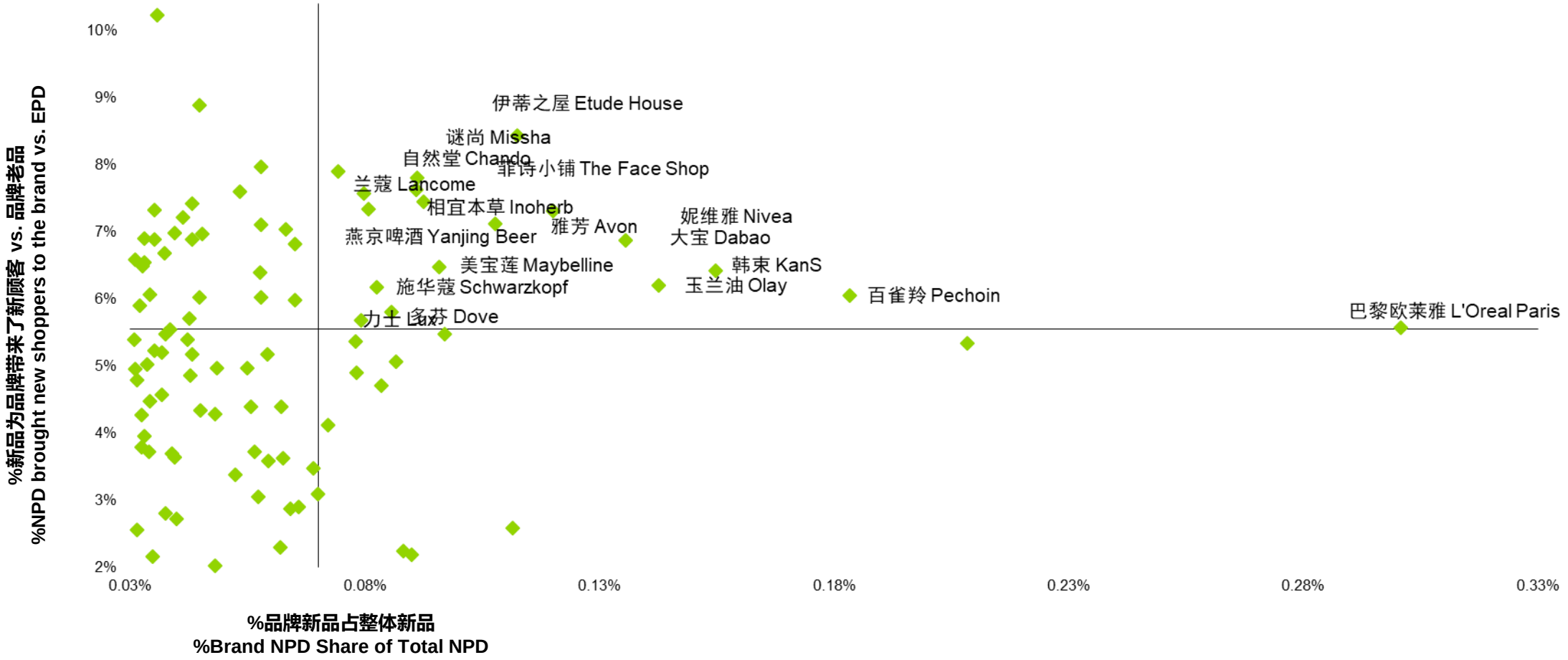
美妆, 个护和啤酒品牌的新品在过去一年成功为品牌吸引了新顾客

Strong innovation is critical success factor for cosmetics and beer brands in past one year



数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
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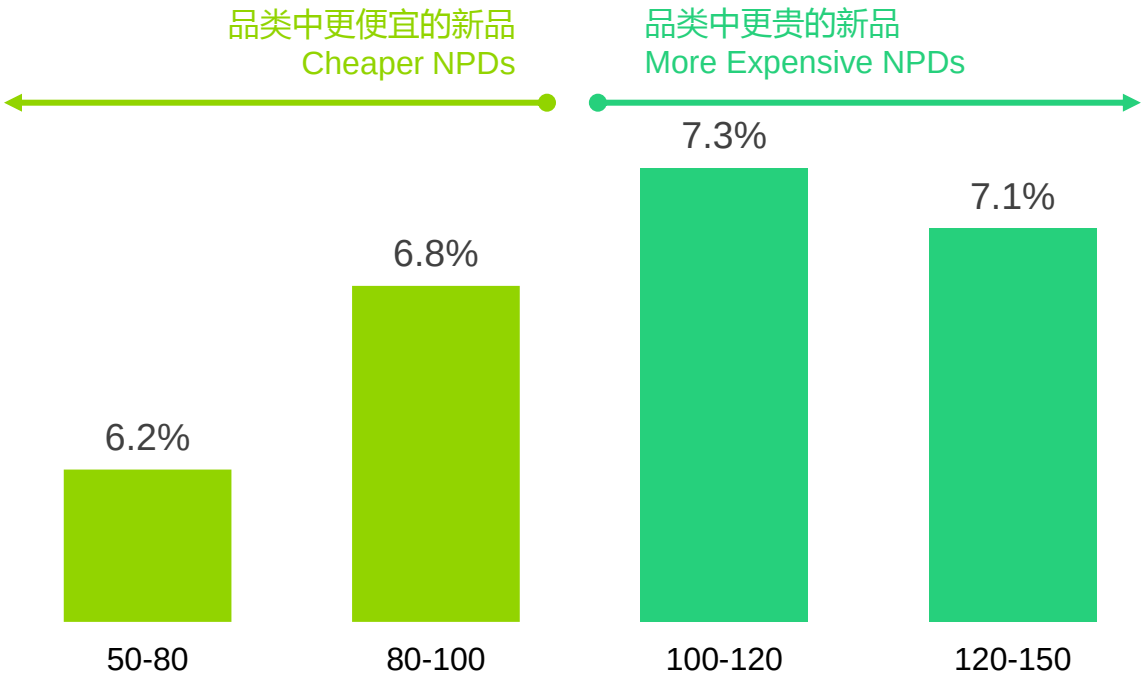
顺应消费升级的大环境，高端新品能够更有效的吸引品牌新顾客

Premium NPDs are more effective in attracting brand new shoppers as they tap into long term premiumization trend

%新品为品牌带来了新顾客 vs. 品牌老品
%NPD brought new shoppers to the brand vs. EPD



新品价格指数（对比品类整体）
PRICE INDEX VS. CATEGORY

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
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高价值新品的核心是根据消费者需求的升级
The fundamental of valuable innovation is to upgrade based on consumer needs

更健康
Healthier Life

更专属
More Specific

更优质
Better Quality

消费者追求更加健康和天然的产品

Definition of health is constantly evolving in China

更健康
Healthier
Life

天然 NATURAL

玉米爽身粉
Corn Starch Baby Powder

62%
新品顾客为品牌新客
NPD Shoppers are new to J&J

零脂肪/糖 ZERO FAT / SUGAR

光明有格0脂肪希腊酸奶
Bright yoGreek Yogurt

17%
新品顾客为品牌新客
NPD Shoppers are new to BRIGHT

新鲜 FRESH

统一茶瞬鲜
Uni-President Fresh Tea

三只松鼠27天零食
Three-squirrels 27 Days Snacks

盒马鲜生日日鲜
Hemaxiansheng Daily Fresh

数据来源：凯度消费者指数，家庭样本组
Data Source: Kantar Worldpanel, Household Panel

消费者需要不同的产品来满足不同的需求

Consumers are looking for specific product to meet different needs

更专属
More
Specific

专属顾客 SPECIFIC SHOPPER

锐澳微醺新系列
RIO Tipsy New Series

25%
新品顾客为品牌新客
NPD Shoppers are new to RIO

专属场景 SPECIFIC OCCASION

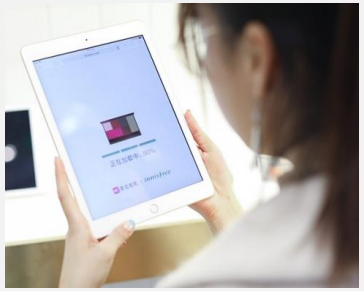
康师傅DIY面
Master Kong DIY Noodle

6%
新品顾客为品牌新客
NPD Shoppers are new to MASTER KONG

专属于我 FOR 'ME'

悦诗风吟悦享随心定制彩妆盘
Innisfree personalized make-up Palette

12%
新品顾客为品牌新客
NPD Shoppers are new to INNISFREE



数据来源：凯度消费者指数，家庭样本组
Data Source: Kantar Worldpanel, Household Panel

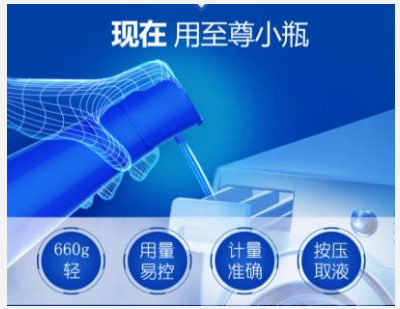
消费者认可真正展现出价值的高质量产品

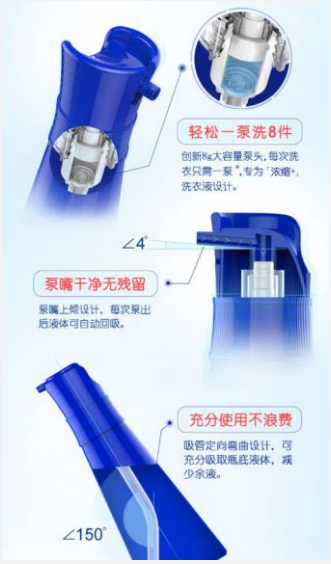
Consumers are looking for products that stand out through efficacy, technology and design

更优质
Better
Quality

更高效 Efficacy

蓝月亮机洗至尊浓缩洗衣液
Blue Moon Concentrated Laundry Liquid for Washing Machine





24%
新品顾客为品牌新客
NPD Shoppers
are new to BLUE MOON

新科技 NEW TECHNOLOGY

护舒宝幻彩极护
Always Radiant FlexFoam

11%
新品顾客为品牌新客
NPD Shoppers
are new to ALWAYS

更好看 FANCY PACKAGING

数据来源：凯度消费者指数，家庭样本组
Data Source: Kantar Worldpanel, Household Panel

有效的上市计划可以帮助新品获得成功

Successful innovations always come with an effective launch plan

我的新品应该和谁沟通？
目标客群是什么类型的顾客？
Who should I talk to?
Who to target?

哪个渠道最适合上市新品？
新品上市计划是否应该有侧重？
Which channel to launch first?
Any focus on my launch plan?

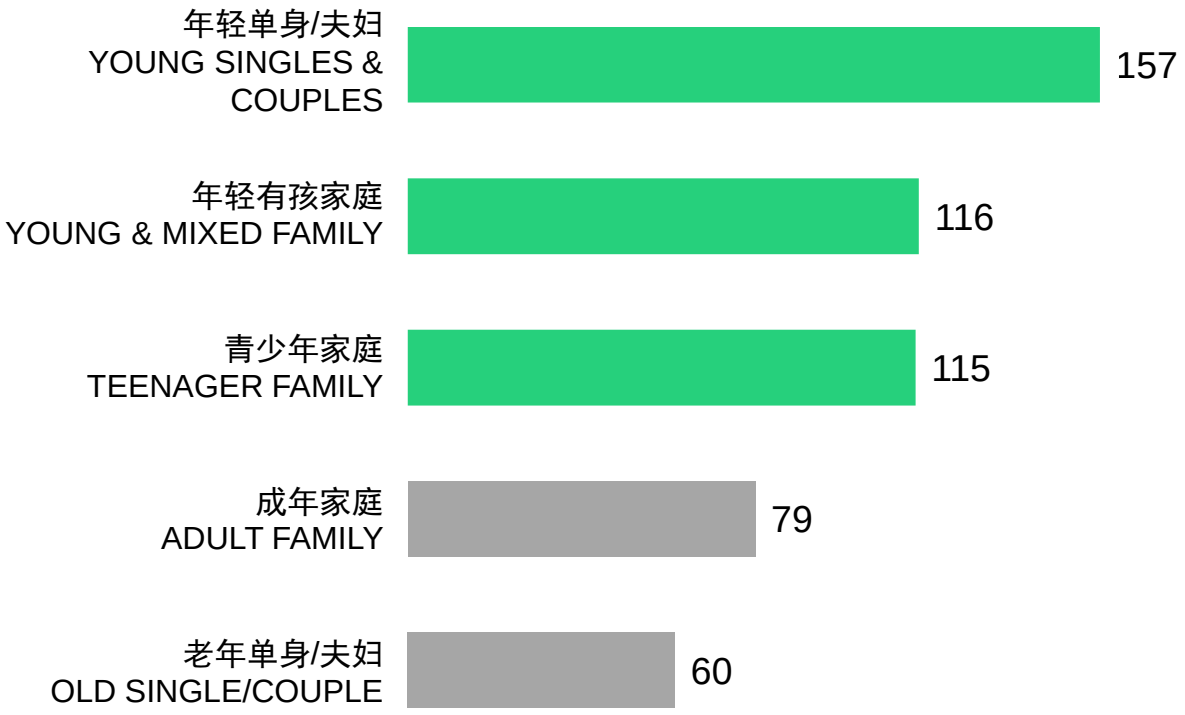
促销能够帮助新品吗？
什么促销机制最有效？
Does promotion work ?
Which promo mechanism should I use?

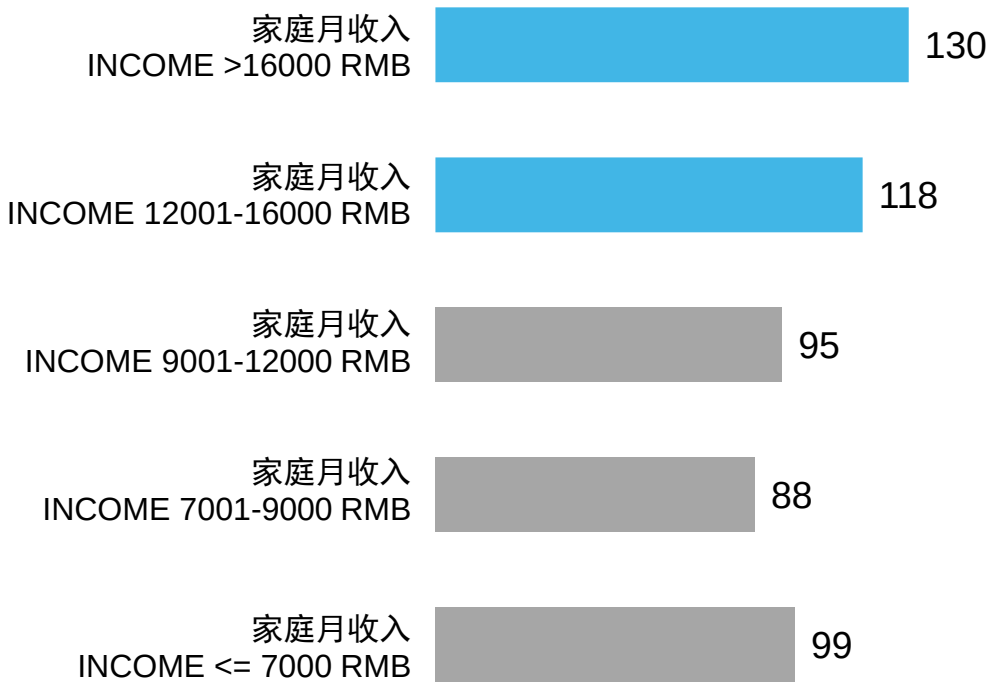
年轻和高收入的消费者通常会更愿意尝试新品

Young and High income consumers tend to be the first to try out new products

WHO

用户画像指数 – ‘趋势追随者’ vs. 整体顾客
Demographic Index - trend seeker vs. total shoppers





趋势追随者：按照购买新品占所有产品数量的占比排序。前10%为趋势追随者。新品占比在21%以上。
Trend Seekers: Rank by %NPD (Number of new products purchased / Number of total products purchased). Top 10% Shoppers have been identified as trend seekers. %NPD is above 21%.

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
Data Source: Kantar Worldpanel, Household Panel 2018P5, new barcodes appeared in recent 1 year

成功的新品能够清楚的向年轻高收入消费者传达产品优势以及满足他们的需求

Successful new launches can clearly articulate the benefit to young and high income consumers and appeal to their needs

WHO

在排名前20的成功新品中
In China Top 20 Launches

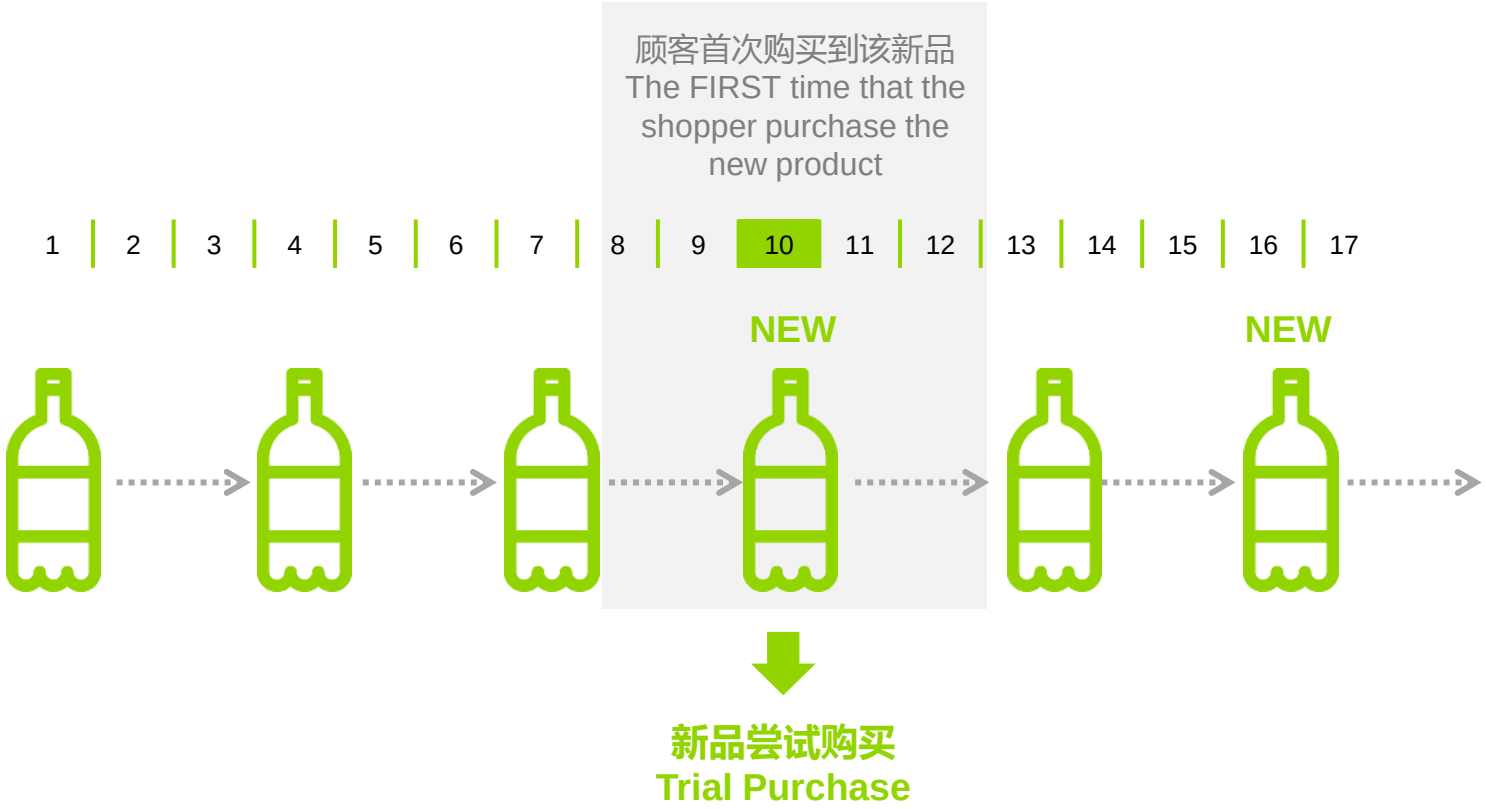
其中15个都能够吸引年轻消费者
15 are appealing to **young consumers**

其中17个都偏向于中高端收入家庭
17 are attracting **high income consumers**

数据来源：凯度消费者指数，家庭样本组
Data Source: Kantar Worldpanel, Household Panel

消费者平均每购买十次，就有一次会尝试新品

Every 10 purchases, there is one NPD trial



如何通过合适的渠道和促销来最大化新品拉新的机会点？

How to **maximize the opportunity** through the right channel and promotion?

数据来源：凯度消费者指数，家庭样本组2018P5，近一年上市的新条码
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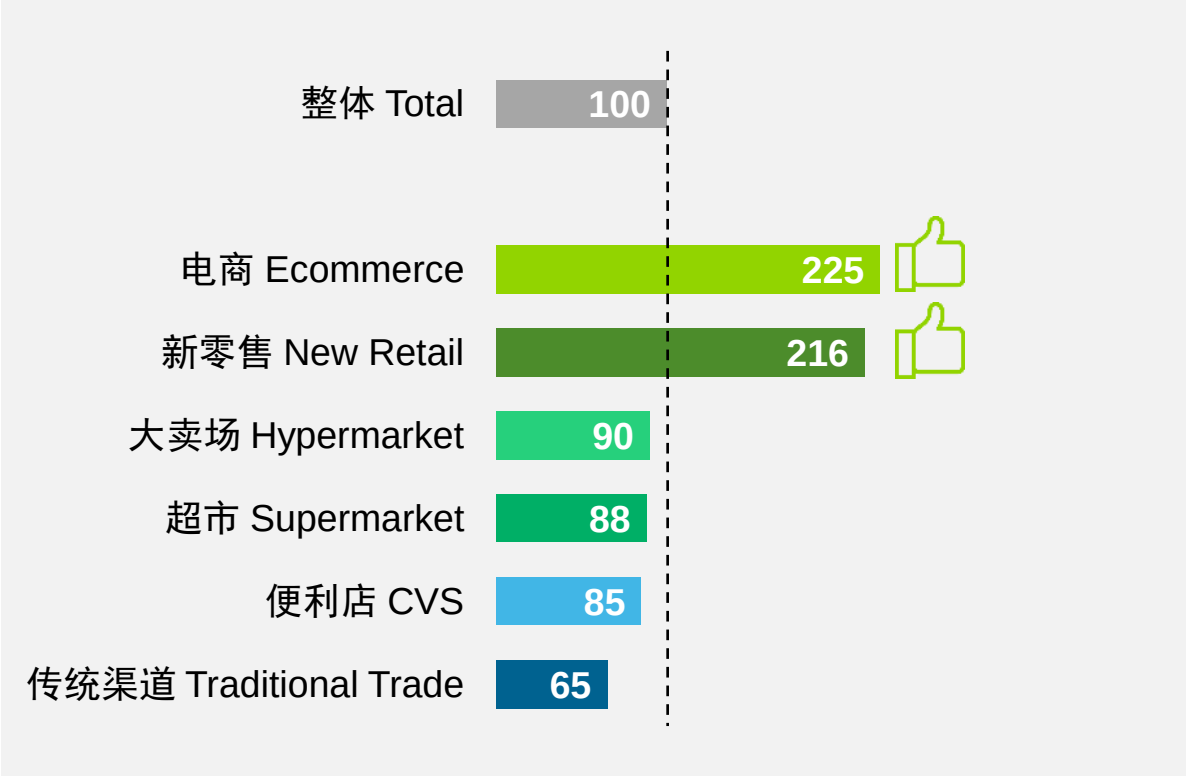
线上/新零售吸引新品尝试，线下扩大销售规模

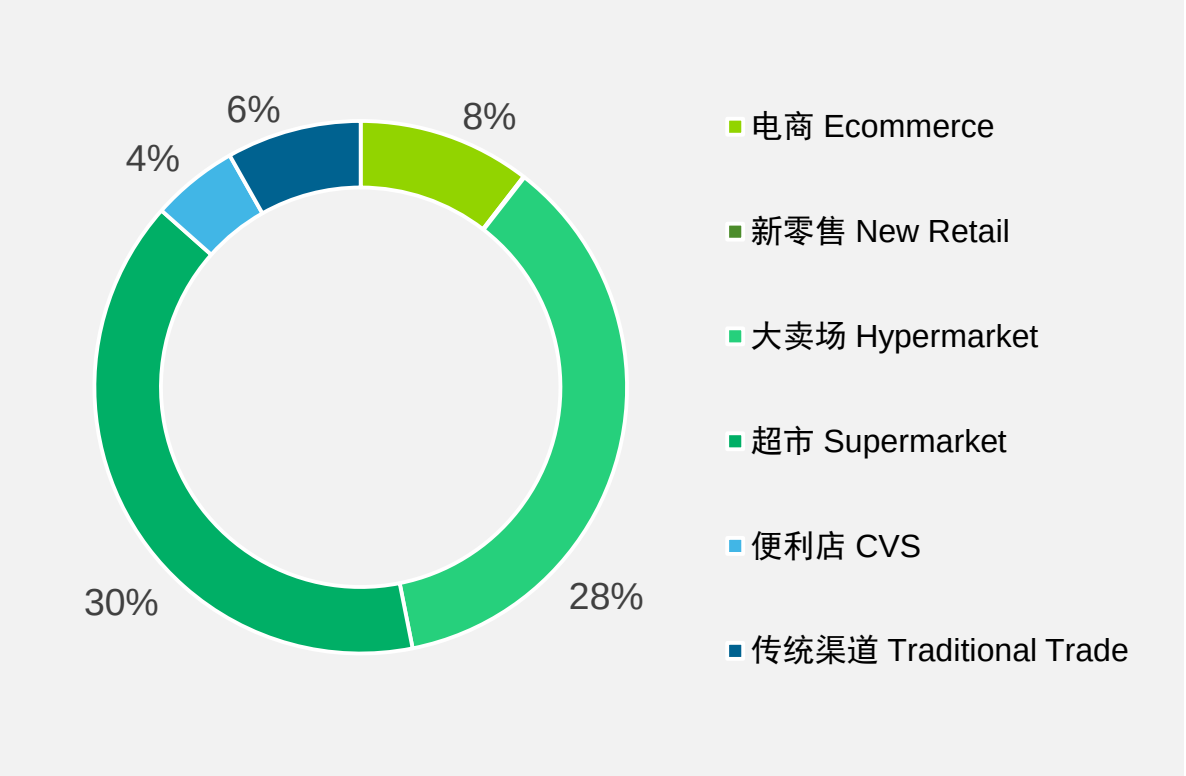
Utilize E-commerce / New Retail to drive trial, but need Hyper and Super to build scale

WHERE

尝试指数 – 新品尝试购买率 vs. 整体尝试购买率
Trial Index – NPD Trial Likelihood vs. Total



%新品尝试购买占比
%NPD Trial Purchases



新零售业态包括: 盒马鲜生，永辉超级物种，永辉生活，天虹都会生活超市sp@ce，步步高鲜食演义，新华都海物会，百联RISO，世纪联华鲸选，全球IN选，缤果盒子，怡食盒子，Well Go和天猫小店
New Retail Including Hemaxiansheng, YH Chaojiwuzhong, YH Shenghuo, Tianhong Sp@ce, Bubugao Xianshiyanyi, Xinhuadu Haiwuhui, Bailian Riso, Shijilianhua Jingxuan, Quanqiu In Xuan, Bingobox, Eatbox, Well Go 24 and Tmall Grocery

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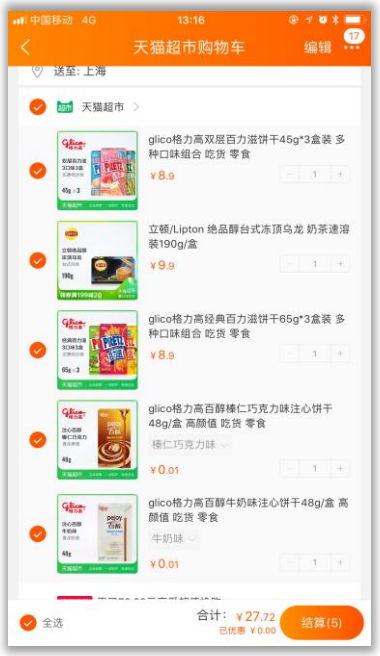
电商平台推出相关渠道帮助新品吸引新顾客

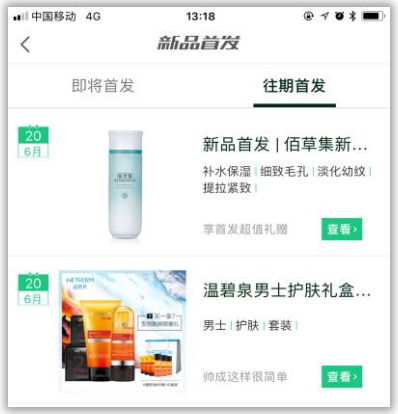
All the E-Retailers have built channels for new products to encourage trial

WHERE

天猫超市“翻牌”赢免费商品
Tmall Super Lucky Draw to win free product



京东“新品首发”渠道特价购新品
JD New Product Launch Channel to promo NPDs



潘婷排浊能量水线上首发配合大型推广和社交媒体活动

Pantene Micellar Water Shampoo launched with big events on ecommerce platforms and KOL campaigns on social media

WHERE

新品推广始发于线上
LAUNCH FROM ONLINE

潘婷无硅油排浊能量水在京东超市重磅发售

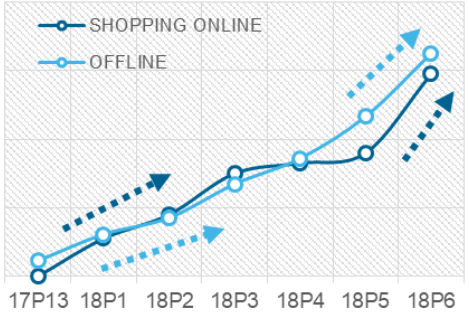
2017年12月29日14:51 来源：慧聪

作为全球洗护发领导品牌，潘婷在京东超市首度亮出了最新研发的无硅油排浊能量水，开启了以"微米级净化"为主导的无硅油2.0时代。

数字媒体广告促销配合"意见领袖者"
BIG ONLINE PROMO AND KOL CAMPAIGNS

线下大规模铺货
DISTRIBUTE OFFLINE

%累积渗透率
%Cumulative penetration



41%

新品顾客为品牌新客
NPD Shoppers are new to PANTENE

促销能够吸引顾客尝试新品

Promotions encourage trial of new things

HOW

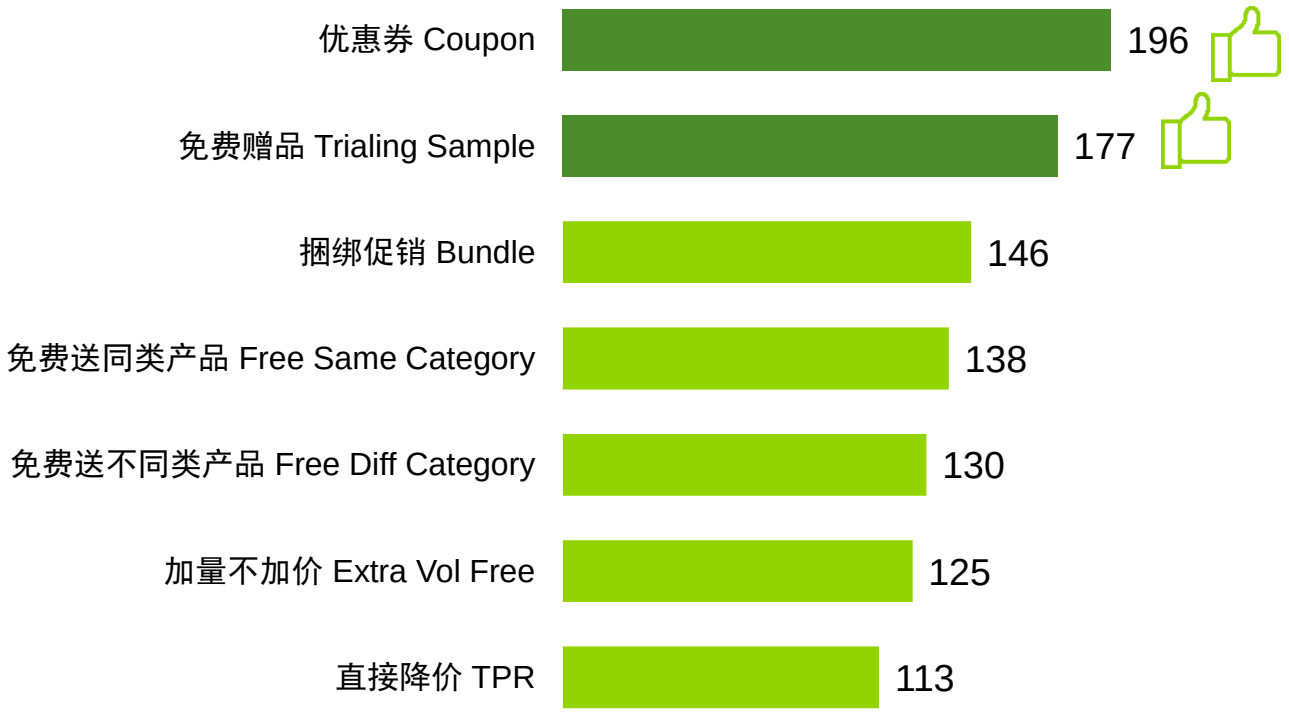
122

有促销
Promotion

94

无促销
Off-Promotion

尝试指数 – 新品尝试购买率 vs. 整体尝试购买率
Trial Index – NPD Trial Likelihood vs. Total



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促销配合有效的执行才能达到最好的新品拉新效果

Promotions should be paired with activation with high interactions to maximize efficiency

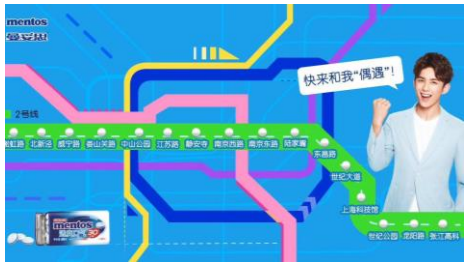
HOW

优惠券促销
Coupon Promotion

免费赠品/小样
Trialing Sample

店内微信扫码实时领券
We-chat Scan to get coupon while shopping

店内外联动推广新品
Synchronize in-store and out-of-store activities



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如何通过创新吸引新顾客？
How can an innovation attract new shoppers?

01

以顾客为核心的新品设计
提供有增值的高端化产品，顺应顾客对更健康，专属和便捷生活的追求

A Consumer-centric Product
Value-added premiumization to enable consumers live a healthier, happier and more convenient life

02

有针对性的上市计划
新品沟通应多关注在年轻高收入群体；上市初期利用电商渠道和优惠券/赠品促销来为新品吸引新顾客

A Targeted Launch Plan
Communication plan should focus on Young and High Income consumers; start with online channel and promote using coupon / free sampling mechanism

03

与零售商协作的执行
店内陈列和支持不仅能够帮助新品吸引新顾客，同时也可以帮助零售商提升品类客流，使其成为店内目标品类。长远来看，新品将最终引领品类的未来发展

A Collaborative Execution
Well-supported in-store display will not just benefit the NPD itself but also drive footfall to the category and make it more of a destination in store and boosting longer term category performance

THANKS

KANTAR WORLDPANEL

a CTR service in China