
New Product Launches: Success Principles and In-Store Execution

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Agenda

- » *Success principles on how to:*
 - Engage the target market
 - Execute a successful launch
 - Provide meaningful returns to:
 - Retail customers
 - Internal profitability



Primary Case Study:

Chiquita Pineapple Bites

5 Key Success Principles of a New Product Launch

Preparing for a Successful Road Trip

- Minimizing bumps in the road and heading toward blue skies



- 1. Define the Destination-** Objectives, Success Criteria
- 2. Create a Road MAP-** In Store Launch Plan
- 3. Get Everyone in the Car-** Team/ People Assets
- 4. Drive, Drive, Drive-** Tools for Execution
- 5. Measure your Mileage-** Meaningful Returns



Introducing: Chiquita Pineapple Bites

A push-up pineapple spear that makes snacking on fruit just as easy as any other snack!

Benefits

- Sliced into Ready to Eat Spears: No Mess, No Waste, No Time
- Only 40 Calories per Pouch
- Individually Packaged in Stay Fresh Packages: Eat them right out of the Bag!
- 100% Natural Nutrition: Fiber, Vitamins, Antioxidants
- One Full Serving of Fruit



Define the Destination

EXPLORE POSSIBILITIES

» Size of Prize Considerations

- Volume, Revenue & Profitability Targets
- Right to Win, Category Trends

» Consumer Research

- Concept, Sensory, In Home Use Test, In Store Qualitative
- Reasons to Believe (RTB's)/ Meaningful Product Benefits

DEFINE THE DESTINATION

» Bullseye Targets

- Define Wildly Important Goals and Measures
- Set Lead Indicators

» Target Market Development

- Define Demographics, Habits and Practices, Lifestyle
- Create Positioning, Communication Strategy & Touchpoints



Create a Road MAP- Merchandising

» Explore “Decision Driver” Needs

- Grab n Go Power

» Leverage Packaging



» Break-through Noise and Clutter

» Build a Destination



Create a Road MAP- Adjacencies

» Put Yourself in the “Shopper’s Shoes”

- “Shoppability”/ On Shelf Experience

» Define the Optimal Shelf Space

- “Where to Play“
- High Traffic; Complementary Items



» Place Secondary Displays in Strategic Locations

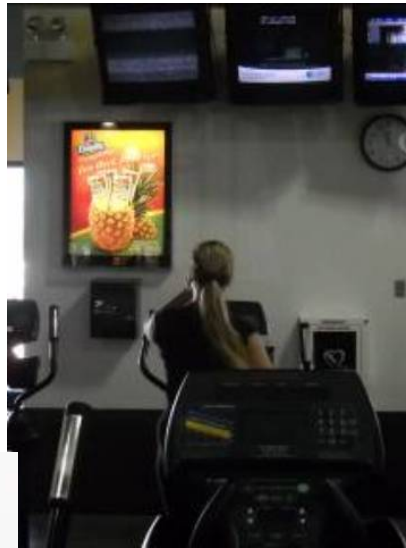


Create a Road MAP- Promotions

» Build Awareness



Direct Mail



Digital Billboard- Gym

TV Tag

» Incent Trial



PTO Sampling



IRC



Mobile Sampling- Grocery



» Cross-Promote



Clip Strip

» Generate PR & Buzz



Social Cause Marketing



Blogger Network;
Social Media Contest

» Create a Trade Promo Plan

	Aug	Sept	Oct	Nov
	28	29	30	1
Marketing- Corporate				
Lipsonize Coupon Blast				
Newer America in Coupons				
Try Me Free Pine IRC				
Pine Pack n Snack 2/24				
RC 20 Family Pack Promotion				
TV Tag				
Marketing- Test n Cities				
Excl Sampling				
PTA Sampling				
Early Morning Show Sponsor				
Digital Billboards				
Direct Mail				
Marketing- Trade Promotion				
TRP-286 Multipack				
TRP-288 Family Pack				
ROGO- Multipack				
Executive Ad				



Get Everyone in the Car

OPS/ QUALITY

BROKERS

R&D



RETAIL OPS

DEMAND
PLANNING



SALES

CUSTOMER
SERVICE



TRANSPORTATION

Drive, Drive, Drive

» Provide Materials that Support Sell-in Success

- Trade Deck
- Sell Sheets
- POS, Cross Promotional Items and Ad Slicks



» Develop and Follow New Product Processes for Effective Execution

- Sample Process
- New Product Start-up Process
- Online Fulfillment Database

Measure your Mileage

- » **Develop a Scorecard & Track Progress throughout Launch**
- » **Track Program ROI**
- » **Analyze Customer Sales and Profitability**
- » **Assess Internal P&L & Develop a Path to Profitability, if needed**



New Product Launch Summary

Engage the target market, execute a successful launch and provide meaningful returns by:

1. Defining the Destination
2. Creating a Road MAP
3. Getting Everyone in the Car
4. Driving, Driving, Driving
5. Measuring your Mileage