



nunwood
Profit Through Knowledge

Optimise your portfolio and leverage competitive advantage

We work with you on relevant, viable and reach-maximising NPD, reducing the risk of cannibalisation and failure at launch.

We aid the development of your retailer relationships by providing robust insight to address category management issues, such as assortment planning and planogram development.

We evaluate the efficacy of your packaging and promotional mechanics to ensure maximum competitive advantage at retail.

profit through... **portfolio**



“Nunwood has done the best job of replicating real-world purchasing scenarios and has helped Hallmark move away from more contrived methods of range evaluation. It has given us real insight into the trade-offs and cannibalisations that occur within our model line.”

Customer Insight Director, Hallmark





Nunwood clients include...



Innovation/NPD:

- In which areas should we concentrate our NPD streams?
- How do we ensure NPD is anchored in meeting a genuine consumer need?
- How do we select the most promising of our concepts against defined action standards?
- Will NPD add reach and competitive advantage to a brand portfolio and the wider category?

Category Management:

- How does this differ across markets?
- What advice should retailers be given on assortment, category and planogram development?
- How do shoppers select category SKUs and what does this mean for PoP and signage?
- How should the category look and feel in order to facilitate ease of shop?

Trade Marketing:

- What packaging design will achieve standout at fixture?
- Which pack designs deliver the appropriate mix of emotional and functional communication?
 - How ingrained are SKUs in the shopper mindset and how do they perform in the competitive context at fixture?
 - What are the impacts of promotional mechanics on shopper behaviour and do they deliver sustainable competitive advantage?



Techniques used:

Discrete Choice & Substitution Analysis, TURF, Ideation Workshops, Accompanied Shopping, Video Observation, Market Mix Modelling, Focus Groups, Pack Standout & Communication Surveys, Ethnography, Category Exit Surveys, Expert Consumer Workshops, Ideation Hot Housing, Concept Placement Trials, Launch Films, Visualiser Enhanced Groups, Stakeholder Update Films



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