

# LineDeveloper™

*A logical and user-friendly method of selecting a brand's optimal product offerings.*



## Why LineDeveloper™?

LineDeveloper™ is a state-of-the-art micro modeling approach that allows you to identify your optimal product portfolio based on your own business criteria. It is specifically designed to work in large, complex product categories. Demonstrating that you offer the varieties that consumers seek in this highly competitive environment is key to establishing prominence on the shelf and gaining advantage over the competition.

LineDeveloper™ provides the tools to assure that:

- Your product portfolio appeals to the greatest number of consumers,
- Provides variety to establish repeat purchasing within your product line,
- And, helps you assess the best new additions for your product line-up.

## How do we do this?

We provide you with:

- An optimal line configuration in total and by sub-group
- Meaningful benchmarks
- Clear guidance for developing your brand
- A diagnostic understanding of your marketplace
- A Market Simulator that allows you to craft 'what-if?' scenarios within your marketplace to formulate different line configurations

## What makes LineDeveloper™ different?

LineDeveloper™ employs a choice-based methodology that is easy for consumers to answer coupled with highly sophisticated micro modeling of those choices. This results in an Excel-based 'point and click' Simulator that we use to assess your current product line-up against competition and re-configure it to optimise its impact.

LineDeveloper™ offers the flexibility to optimise the line on multiple criteria—the number of customers attracted to the line, the share of preference satisfied by products in the portfolio and the number of varieties each customer would likely use.

The simplicity of the questionnaire allows this study to be not only multi-cultural, but also multi-national due to its ease of translation.

## What does LineDeveloper™ deliver?

LineDeveloper™ provides you with an Optimal Line Configuration in total and by sub-group. A Market Simulator will formulate different line configurations to learn the impact on likely purchase. This allows you to tailor your optimisation strategy to your market by measuring:

**Reach:** the greatest number of customers

**Depth:** the number of different items desired within your line

**Share:** the extent to which your line fulfills your customers' desire for variety

**Desire:** the most wanted item for the greatest number of customers. »

### Why use LineDeveloper™?

LineDeveloper™ incorporates advanced design and analytics, providing data that:

- Is more discriminating across items and preferable for multi-country and multi-ethnic research.
- Offers flexibility in optimising your line through multiple criteria.
- Illustrates consumer preference for an entire line, providing your team with more actionable and reliable recommendations for the category.

### When should you use LineDeveloper™?

With an existing line of products, it helps determine how to re-configure the line to help reduce marketing and support costs while maintaining or growing demand. LineDeveloper™ can help you assess which new products will best draw new customers to your line and deepen commitment among current customers. LineDeveloper™ helps you assess which items in your line perform best against specific competitive offerings.

#### Case study

#### Lunch anyone?

Our client had a line of sandwich kits in market and was looking for ways to expand their offering. Would it be better to develop new forms of sandwiches (wraps, flatbread, panini) or new flavor varieties for the original sandwich form? In a LineDeveloper™ study, multiple flavor varieties for each of several new forms were evaluated against existing offerings, new flavors for the current line, and a host of competitors. LineDeveloper™ clearly demonstrated that consumers wanted new sandwich forms, not just new flavor varieties for the existing line. At the same time, it was important to optimise the items within each new form and refresh existing sandwich forms with new flavors to satisfy consumers' desire for 'variety'. ●

