

HOW NEW PRODUCT FORECASTING HELPED A MANUFACTURER LAUNCH A NEW BRA



THE BUSINESS CHALLENGE

Our client, a lingerie manufacturer, wanted to launch a new bra to stay ahead of trends, but its new product success rate was in decline. The client wanted to be more analytical in its concept testing and turned to NPD for help.

Our client started planning a new bra – comfortable and feminine. But . . . what would set the new bra apart from its many competitors? How could the client determine its likelihood of success in this category?

A trusted designer had just come back from Asia with the following ideas: an innovative back smoother, an ultra-comfortable underwire, and a new comfort luxe lining. But the designer needed help in deciding what direction to go. A member of the marketing team argued to instead focus messaging on the new bra's comfort, fit, and lift. Frustrated by the lack of consensus and the absence of the consumer's voice in the conversation, this client turned to us for help.

“But our client had a problem—it did not know which features to include in the design and which benefits to emphasize in its communications.”

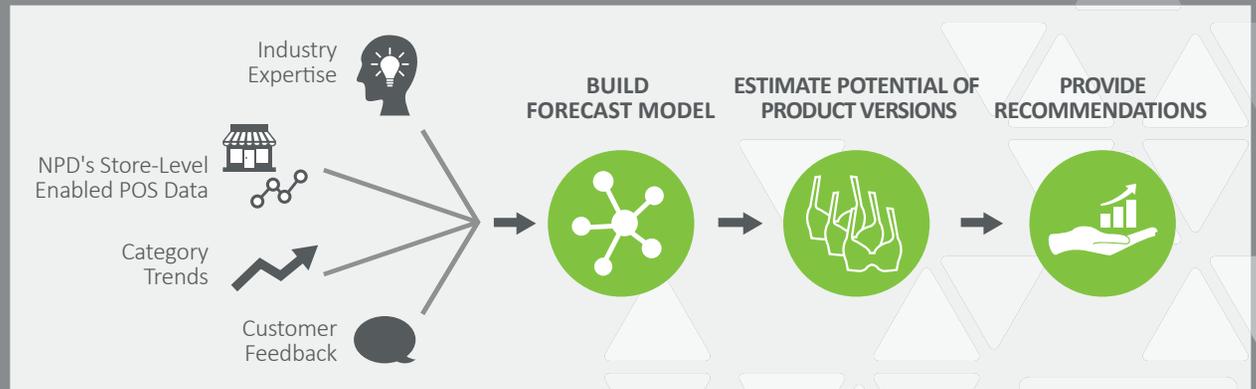
HOW WE HELPED

We began by analyzing sales data from our Store-Level Enabled point-of-sale (POS) database, which catalogues the post-launch performance of hundreds of thousands of new and revamped products, as well as intimates category trends and competitive dynamics dating back several years. That analysis provided a frame for historical reference. Next, we turned to consumers via an online survey to understand how they would respond to several variations (particular styles, fabric types, underwire options) for a possible product, including benchmark features offered by competitors. We also elicited information on the strength of our client's brand versus others in the marketplace.

Despite being far from first to market, our client's new bra concept posted stronger concept test performance overall than leading products already on the market. But still, the new bra just didn't stand out. In fact, no other bra excelled, either.

Modeling and forecasting came next. We used our client's planned marketing activities (media, promotion, and distribution) in addition to the survey data to estimate the sales potential of five bras with different features and marketing plans. Throughout the project, our industry analysts provided context on the intimates industry, and our modeling gurus shared expertise on the new product adoption curve.

HOW IT WORKS



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THE OUTCOME

Our volumetric forecast indicated that one particular product concept would perform better than 80 percent of other new product concepts tested in the past—with a greater sales potential than that of its competitor. Through market sizing, we worked together with our client to determine the optimal go-to-market approach and the best messaging to use.

Our client moved forward confidently with the most favorable concept. And to date, it has been stealing share steadily from the top competitor.

Did it include a back smoother and an underwire? You'll have to go shopping to find out for yourself.

PRODUCT CONCEPT
predicted to outperform
80% of others



OPTIMAL MARKETING
approach determined



CATEGORY SHARE
stolen from competitors



NPD'S ANALYTIC SOLUTIONS GROUP

NPD's Analytic Solutions Group includes a team of senior leaders with extensive experience developing and delivering analytic solutions that address strategic marketing, sales, and planning issues. By investing in its information infrastructure and establishing new retailer partnerships, NPD now collects and delivers more granular information. And by combining its unique data assets and industry expertise with state-of-the-discipline research techniques and proprietary solutions, NPD is equipped to answer clients' most pressing business questions.

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