HOW DO I SUBMIT NEW ITEMS FOR CODING?

OVERVIEW

Nielsen receives hundreds of items ready to be coded, weekly. Items that are proactively* supplied by retailers and manufacturers are considered high priority. Proactively submitting your new items or item changes increases efficiency in coding new items. This job aid covers recommendations and helpful tips to submit new item detail for private label and branded products.

*Proactive submissions are most helpful eight to twelve weeks prior to launch to ensure your new items are entered in our coding queue and will be available on the first day of sale. The information is still somewhat useful and more efficient if we get the information, only one week or EVEN one day before launch.

SUBMISSION RECOMMENDATIONS

Ask your local Nielsen Client Services representative for details on who to send your submissions to. When submitting detail for item coding, follow these best practices:

<table>
<thead>
<tr>
<th>If submitting:</th>
<th>Submission Recommendations</th>
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<tr>
<td>Products &amp; Labels</td>
<td>Present as much detail as possible. Include clear, high-resolution images of each product and label separately. Please capture images of all sides of the product (front, back, top, bottom, left &amp; right, including blank sides).</td>
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| Usable images will show:     | • Barcode: If this is unclear in the photo, provide the (alpha) numeric code in a text box, next to the image  
|                              | • UPC Description: Full description of the product  
|                              | • Label information: Additional product information, such as; ingredients etc. |
| Final Artwork                | Ensure all artwork is confirmed as final before submitting to avoid confusion with iterative artwork submissions. |
| Multiple Barcodes & Images   | Multiple images should be zipped together with the barcode (alpha) number in the file name. |
| Product Images (.jpg format) | Send product images as a separate attachment, preferably in a .jpeg format. Embedded images in Word, Excel, or in email are typically not usable. |
| **Tips:**                    | **Stay Connected** Connect with your Nielsen team to assist with coding, accuracy in reporting & tracking progress to improve performance.  
|                              | **Reconcile Items** Discuss your Nielsen Coverage Scorecards & Validation Databases to reconcile your item lists with Nielsen’s.  
|                              | **Minimize Reassignments** Minimize & report barcode reuse or reassignments to avoid confusion. |
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THE PROACTIVE CODING PROCESS

Below is an overview of the proactive coding process. Submitting your new items or item changes in advance increases efficiency in coding new items:

NIELSEN ITEM CODING STEPS

1. Classify new items with category definitions
2. Upload product photos into Nielsen systems
3. Code product characteristics using information provided
4. Activate product with an upcoming database refresh

MANUFACTURER

Submit templates/images/products to Nielsen

RETAILER

Submit private label templates/images/products to Nielsen