BRAND SHIFTING ANALYSIS

Identify sources of growth or decline. Marketers need to make informed decisions on strategies to manage their franchise of brands as they experience fluctuations in sales over a period of time. The Brand Shifting Analysis enables the development of targeted strategies based on the source of sales volume change.

Determine the Source of Sales Volume Fluctuation Over Time
When your brand is experiencing substantial sales growth or declines, you need to understand where the volume is coming from or going to. In a Brand Shifting Analysis, changes in sales are attributed to one of three sources:

1. Consumers switching to and from competitive brands.
2. Consumers increasing or decreasing overall category purchasing.
3. Consumers entering or leaving the category.

These key insights enable informed decision-making when developing your promotional, pricing and new product development strategies.

Answer Critical Business Questions
• What portion of my brand’s volume change was due to households shifting to other brands?
• Against what competitor should I target my promotions?
• In which segments should I promote most heavily?

Key Benefits
• Understand the role your brand plays in the category: bringing in new households to the category or shifting volume within the category.
• Determine if a product’s volume gains came from buyers switching from competitive products or if existing buyers bought more.
• Evaluate if the volume gained from a competitor’s product was more or less than expected.

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