

BREAKTHROUGH INNOVATIONS

Powered by BASES

Over the last decade, Nielsen has identified and awarded over 100 breakthrough innovations. Each winner has shaped its category and contributed to more than \$54 billion in sales in the U.S. retail market. Join us as we explore this year's **Top 25 Breakthrough Innovations**, celebrating breakthroughs of all sizes, strategies, and stories.

2018 TOP 25 BREAKTHROUGH INNOVATION WINNERS



BIOFREEZE®

CAROL'S DAUGHTER®
CHARMIN ESSENTIALS

CORE HYDRATION

CRYSTAL PEPSI®

DAVE'S KILLER BREAD

DUNKIN' DONUTS®
K-CUP® PODS¹

GARNIER WHOLE BLENDS

GILLETTE FUSION PROSHIELD

GOOD THINS

GREEN GIANT® RICED
VEGGIES

HALO TOP®

HEFTY ULTRA STRONG

HILLSHIRE® SNACKING

L'ORÉAL MAGIC ROOT COVER UP

MTN DEW PITCH BLACK®

LIFEWTR®

OLLY

OREO THINS

SARA LEE® ARTESANO™ ORIGINAL &
GOLDEN WHEAT BAKERY BREAD

SIGGI'S

SIMILAC PRO-ADVANCE,
SIMILAC PRO-SENSITIVE &
SIMILAC PRO-TOTAL COMFORT

STÖK COLD BREW COFFEE

STOUFFER'S® FIT KITCHEN

TIDE PODS + FEBREZE SPORT ODOR
DEFENSE™

LEARN FROM NIELSEN'S TOP 25 BREAKTHROUGH INNOVATIONS AND THEIR STORIES:

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THE WINNERS

What are the **Nielsen Top 25 Breakthrough Innovations**? How were they developed and activated with excellence?



SUCCESS PAST YEAR 1

Past winners have seen a remarkable \$54 billion in US sales. What does it take to continue to succeed in Years 3, 4, 5 ... ? An analysis of our past winners will help you understand what they did differently to have staying power and excel.



DRIVING YOUR CATEGORY

In a competitive marketplace with many crowded categories, how have innovations grown their categories?

Learn from: BIOFREEZE®, SIGGI'S, HALO TOP & CORE HYDRATION



GROWING YOUR BRAND

With 25% of innovations shrinking their parent brands, how can new products drive brand growth?

Learn from: OREO THINS



DEVELOPING DYNAMITE CREATIVE

Developing a standout innovation is only part of the challenge – what role does creative have in driving success?

Learn from: Nielsen Neuro & HEFTY ULTRA STRONG



LEVERAGING PACK DESIGN

How do innovations leverage the power of visuals at shelf, breaking through the clutter and getting the product message out?

Learn from: OLLY, CORE HYDRATION



SUCCESS IN THE SHORT-TERM

What is the recipe for a highly successful short term launch? What roles do scarcity, nostalgia, and advertising play?

Learn from: CRYSTAL PEPSI®



REACHING YOUR CONSUMER

What is the definition of a truly targeted product and how can it reach its core consumer and continue to grow within the market?



WINNING WITH OWN BRANDS

Are the principles to winning in market different for private label brands? How are retailer brands driving success?

Contact your Nielsen BASES team for more information

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