



Tesco Media and
Insight Platform

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>> Precision Innovation

Improve the success rate of your new product development launches

A high proportion of new product development (NPD) fails. As a significant component of a Brands growth strategy and the time and investment it takes to get new products to market, it's imperative Brands reduce the possibility of failure.

Precision Innovation is an initiative about leveraging the expertise of Tesco, the UK's largest grocery retailer, as your collaboration partner on the end-to-end process of NPD from ideation to launch.



How can Precision Innovation help you?

We will support Brands across the key stages of the NPD journey:

- **Identification:** Identifying your top consumers, their needs and behaviours across your category, and determining where the opportunities/trends are in the market using verified consumers
- **Ideation:** Developing concepts against that opportunity plus testing and iterating with verified consumers to ensure the product is the best and most relevant it can be
- **Validation:** Testing the final product with customers and against benchmarks to predict its likelihood of success
- **Launch Tests & Roadmap:** Identifying the best stores to range, based on the customers with highest propensity to buy the product are shopping for an optimised launch.
- **Launch & Review:** Using dunnhumby's predictive science, activate and reach the customers with the greatest propensity to buy through targeted and mass retail media. Regular granular insight provision will aid launch optimisation and maximise the chance of success.

		Research Based on Actual Behaviour	Behavioural Analytics	Targeted Media at Scale
1	Identification (i.e. the need in the market)	Verified consumer trends and category satisfaction research	Predictive consumer behavioural science to identify size of prize	Target market identification and media options review
2	Ideation (i.e. x10 possible ideas)	Concept testing and retesting with verified consumer groups	Further behavioural insights to assess category growth and cannibalisation	
3	Validation (go to market evaluation)	Products and pack/shelf testing with verified consumers	Predict take-up and frequency across customers and channels	Mass and targeted media campaign plan
4	Launch Tests & Roadmap		Forecast launch across stores, channels and customers	
5	Launch & Review	Review verified consumer response vs expectations	Performance monitoring and benchmarking sales and behaviour inc. channel	Media performance review and refinement

What are the benefits?

Product Innovation is a unique opportunity. No longer will Brands have to hire and work with numerous agencies for the different stages of NPD, they can benefit from an end-to-end process with one provider that can link each stage of development to the next using a single source of truth for consumer feedback and behaviours.

Tesco has a nationally representative audience. Creating an NPD with Tesco means it applies to all profiles of UK consumers. For example, if a Brand is looking to target upmarket customers, Tesco has more A&B demographic consumers than Waitrose, M&S and Sainsbury's combined. Launching an NPD with Tesco means Brands will have the evidence and confidence to launch their products successfully with other retailers as well.

Collaborating with Tesco Media & Insight Platform on the creation of NPD will offer Brands:

Speed

A process that speeds up NPD means that going to market in Tesco is faster than anywhere else

Scale

The ability to understand the behaviour of millions of UK customers, agnostic of which retailer the NPD is launched with

Rigour

The depth of sales and customer insight aids the right NPD selection and can help course correct post-launch

How to participate.

Brands can choose from 3 tiered packages that will offer selected NPD capabilities through the Research, Behavioural Analytics, and Media stages of the process.

Contact your dunnhumby lead to schedule a scoping session to discuss package options and to learn more about the five stages of the NPD process from ideation to launch.

Why partner with Tesco Media & Insight Platform.

> **1. The power to understand your customers like never before:** No one is better placed to help you understand your customers. The scale and breadth of our insights can help inform plans and enable pinpoint targeting.

> **2. The power to reach the customers that matter to you at scale:** We can build an exact profile of your best customers, and what matters to them the most. Reach a bigger audience with Tesco than any other UK retailer including broadcast, digital and retail media opportunities. Reduce media wastage by knowing who your media-inspired vs media-neutral shoppers are.

> **3. The power to understand the impact of every £ you spend:** We offer closed-loop measurement, the ability to link what people see with what people buy so you can understand the true incrementality your media campaigns are generating. We want to help you understand and optimise all your investments in Tesco from supply chain to promotions to drive your return on investment.

> **4. The power to deliver connected customer experiences:** Target customers from sofa to store, wherever they are and, whatever their mindset. From browsing to buying activate at scale across the customer journey.

> **5. The power to accelerate your innovation:** Our tools allow you to get closer to your customers. By knowing and understanding your customers at every stage of the product development cycle we can help to reduce costs, lead times, and failure rates of NPD. Be more confident about where to invest and get to market faster.

ABOUT TESCO MEDIA & INSIGHTS PLATFORM

Tesco Media & Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via 20 million Tesco Clubcard holders, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve Brands and Agencies via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media & Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:
www.dunnhumby.com/tesco-media-insight-platform

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