

KANTAR

Liftoff after launch

A guide to driving meaningful growth
with post-launch insights



Introduction

Product launches are always exciting moments. Yet even the best-prepared brands can't predict every twist and turn. The most carefully laid plans can still leave you wondering how your innovation will land in the real world. While sales data can tell you what's happening, it doesn't reveal why—why consumers are (or aren't) buying, what they think of your product, or how it fits into their lives. Getting an early read on these factors is critical—without it, you risk missing key opportunities to fine-tune your approach and sustain momentum.

An innovation that connects with consumers brings real rewards. An immediate boost in sales is just the beginning. A successful launch not only sparks early growth but also builds your brand's Meaningful Difference, helping you find new space and strengthen brand equity for long-term success. In contrast, a launch that falters doesn't just lead to lost revenue in the short term. It can also create lasting reputational damage.

The difference between a launch that achieves liftoff and one that fizzles out is often small, and knowing what drives that difference is what separates success from failure. This is where post-launch insights become invaluable, helping you navigate the unpredictable, decode consumer responses, and make informed adjustments to stay on course. Beyond optimising a single launch, ongoing post-launch insights build a powerful playbook for future success—helping you refine, repeat, and perfect the formula for winning innovation.

Innovations always come with an element of unpredictability. With the right map to steer your launch in the right direction, you can adapt with confidence and make decisions that maximise impact. This guide will equip you with the insights needed to navigate the highs and lows of your launch performance, fine-tune your strategy, and chart a clear path to long-term growth.



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What **makes**
or breaks
a product
launch?



01

One of the most innovative products of recent decades is Apple's iPhone. Life without the user-friendly smartphone technology is now unthinkable.

The iPhone achieved this by being genuinely groundbreaking. Apple also understood that designing a great product is only one part of successful innovation. The company put just as much care into its launch strategy, considering who would benefit most from the product, the best channels to reach them, and—above all—how to communicate the iPhone's Meaningful Difference as a device that met consumer needs in a way no competitor had before.

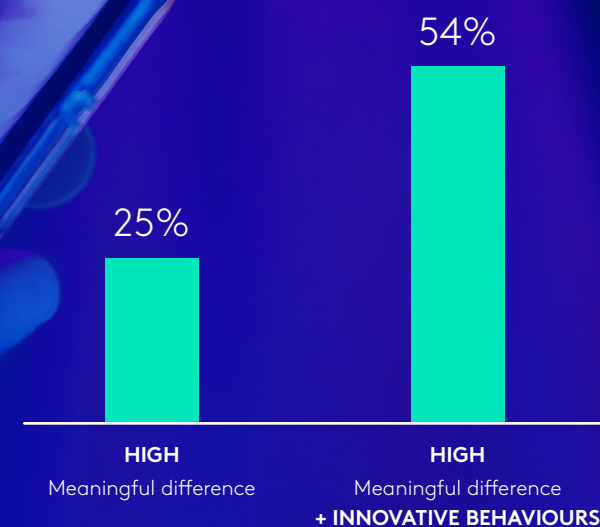
Apple's dedication to this process is apparent in *Steve Jobs' now-legendary presentation unveiling the iPhone*. He pitched it intriguingly as three existing products in one, neatly summing up its value in the phrase “your life in your pocket.” And he used bold flourishes, such as calling up Starbucks to order 4,000 lattes during the launch event itself, to underscore its potential. The event was certainly dramatic, and with hindsight, the iPhone's success seems inevitable. Ultimately, the innovation would not have made the impression it did without a brilliantly planned and executed strategy.

As Jobs made clear, *Apple had mastered all aspects of the launch*, from positioning to distribution and pricing, making sure each aligned with the “magical” phone itself to support its success.

Not all new products will have the impact of the iPhone. Innovation is crucial for any brand that wants to grow. Brands perceived to be Meaningfully Different and demonstrate innovative behaviours grew at **double the rate** of those that are Meaningfully Different alone.

And an effective launch should be implemented with as much assurance as Apple showed with its revolutionary offering. Is it being promoted to the right people, in the right way and at the right price? How will they find out about it? Do they understand what it can offer them? What will nudge them to try it? And what effect is the launch having on the wider brand?

BRAND VALUE GROWTH



Source: Kantar BrandZ, 138 brands valued in 2019 and 2023. Innovative behaviours: Shaking things up/and/or well-designed products © Kantar 2025

These questions are critical considerations if marketers want to get their launches to stick. Getting it right isn't easy but it's a much more appealing prospect than the wasted resources, lost opportunities, and dented reputations that come with a botched attempt. And even when there are early missteps, with the right understanding, it's possible to get faltering efforts back on track. So, how can you make sure your new product achieves the success it deserves?

How insights power compelling launches

Research is essential to effective innovation, providing a solid foundation for creative thinking from development through to launch. Missteps, such as the redesign of Tropicana's packaging in 2009, highlighted the risks of a launch that didn't align with consumer expectations. However, recent efforts from Baileys, McVitie's, and Wotsits demonstrated the power of insights in shaping successful, resonant innovations.

McVitie's It's crunch time

Moving fast when launching new products can have an impressive impact, but to pull it off, marketers must be confident about what will work. Speaking in the [Kantar Innovation Works webinar](#), Matthew Punter, McVitie's Head of Strategic Insight, attributed the success of Blissfuls—a new indulgent biscuit range—to the brand's "great understanding of consumer trends across multiple markets" and the fact that "we were able to execute quickly".

Because it had the data to help quickly optimise and validate the proposition, the entire project "took eight months from start to finish," which was "pretty game-changing," adds Punter. He emphasised that successful launches must have "the capacity to make course corrections to ensure that the best offering hits the shelves."

WHAT MAKES OR BREAKS A PRODUCT LAUNCH?



Baileys In the pink

Having a strong grasp of its brand identity allowed Baileys to stretch into new space and drive growth in a way that was both Meaningfully Different and aligned with consumer needs. As part of its recent drive to reimagine itself within the world of adult treating, Baileys triggered in-store sales through eye-catching products tailored to different seasons and occasions.

Baileys Strawberries and Cream appeared at the time of the Wimbledon tennis

tournament and "really showed the stretch that we could make into summer and into a whole new occasion space", says Sheila Cunningham, Global Planning Director, speaking on the [Kantar Future Proof podcast](#).

"We didn't do it half-heartedly," she adds, recalling the high-impact pink colour which really popped. The product was often located besides strawberries, "so it really showed up as an adult treat, almost like confectionery or ice cream."

Wotsits

Playing the long game

A genuine understanding of how consumers feel can spark an imaginative empathy that drives creative launches. Walkers' research revealed that people believed Wotsits cheesy puffs had shrunk—though in reality, their hands had simply grown since childhood. This insight opened the door for innovations rooted in “nostalgic joy”, *says Josephine Taylor, Walkers' Senior Marketing Manager*. The launch of Wotsits Giants leaned into this nostalgia, incorporating playful elements such as creating a record-breaking 10m Wotsit.

“We found out that we couldn't stretch too far away from what people loved about our brand when they grew up,” says Taylor. “But we could find new ways to make it relevant for the needs of people.” Her top tip for launches? “Have genuine empathy with the people who buy your brand.”



Tropicana

A fresh take that didn't stick

Launches that don't resonate with consumers can offer valuable insights as PepsiCo discovered in 2009 when it introduced new packaging for Tropicana orange juice. The redesign featured a modern typeface and removed the familiar logo of an orange pierced by a straw. While innovative, the new look proved less recognisable to consumers, leading even loyal buyers to switch to other brands. Shortly after, PepsiCo opted to return to the previous packaging.

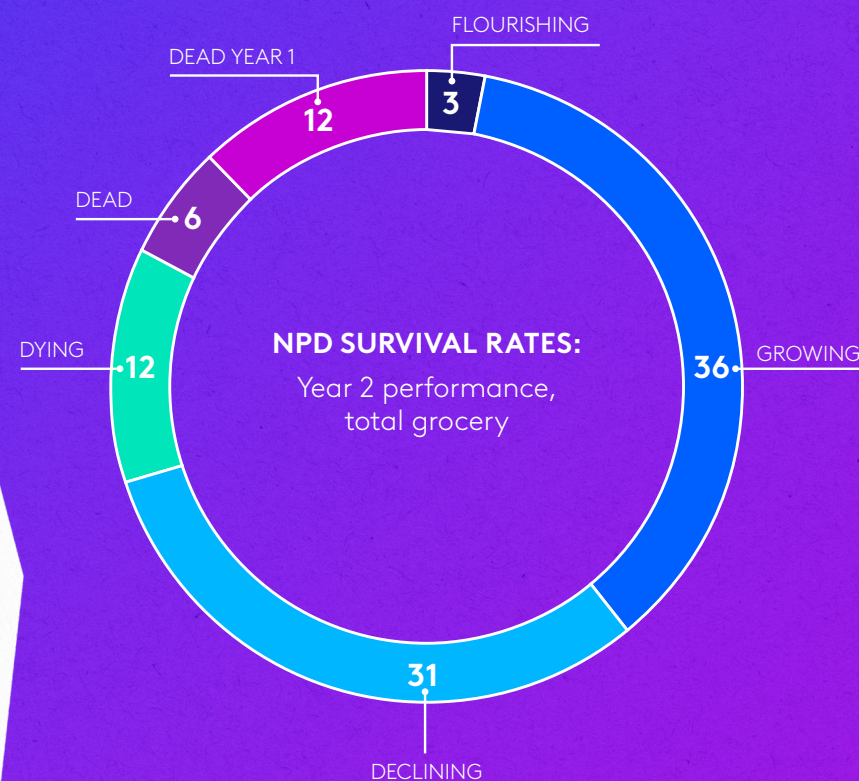
This experience underscores the importance of grounding innovation in what consumers already know and value about a brand. By maintaining a balance between bold ideas and brand familiarity, businesses can ensure new launches resonate while driving growth.

Why do launches fail?

New products frequently fail. Kantar's data reveals that almost two-thirds of new product launches are dead or dying by the end of their second year.

While failure often stems from poorly planned or executed strategies, the product itself can also be a key culprit. A lack of true incrementality—where a launch fails to grow the brand or attract new buyers—can render even the most innovative ideas ineffective.

In some cases, unclear positioning or weak differentiation leaves consumers confused about the product's purpose or benefits. In others, the product cannibalises existing offerings rather than delivering growth. These pitfalls underline the importance of aligning the product with clear consumer needs and ensuring it complements the overall brand strategy.



Source: Kantar, Worldpanel Division, 2022 long-term survival rates © Kantar 2025

Here are some of the most common ways brands miss the mark:

MESSAGING

Over-promising

Some products promise to do something they can't, leaving consumers disappointed. This often comes down to a lack of understanding about what value a product is providing. Brands make assumptions about what people want, then fail to fulfil their expectations.

Unclear positioning

More broadly, many launches fail to develop a compelling narrative. If brands don't know how people will respond to a product, they may aim it at the wrong demographic or not highlight its benefits in the most effective way.



Lack of awareness

Even the best products can't succeed if people don't know about them, but some launches fail to build sufficient awareness. Investing in advertising is important. It's just as crucial to realise which channels will be most effective for the target market.

BRAND

Inconsistency

If an innovation doesn't correspond to existing brand perceptions, it's likely to leave people scratching their heads. Successful launches build on what consumers already love while stretching into new territory. To strike this balance, brands must first understand how they are perceived.

Future impact

In many cases, a launch doesn't just fail but also does lasting damage to the wider brand. This usually results from marketers not thinking enough about how the product relates to this overall identity, leading to negative associations that compound the losses.

Cannibalisation

Successful innovations grow incrementally from the space a business already occupies, not just shift sales from existing products. Yet some launches fail to deliver true incrementality, instead taking market share from within the portfolio. Often, this happens when brands misjudge how the new product interacts with existing brand perceptions.

Not all innovation is good for growth. High-volume but low-incremental ideas can shrink your brand in more than 40% of cases, as seen across categories like laundry detergents, snacks, and soft drinks. In these cases, innovation failure, survival without growth, or even brand decline are more common outcomes than sustained growth.

This highlights why it's crucial to make sure that new products offer true incrementality and fit strategically within the brand's broader positioning.



NOT ALL INNOVATION IS GOOD FOR GROWTH: BEWARE OF THE CANNIBAL

High volume and low incremental ideas can shrink your brand in >40% of cases



Source: Kantar, Worldpanel Division

DISTRIBUTION

Availability

Even when they know about a new product, people also need to be able to get hold of it. Launches may fail because marketers didn't make good decisions about which physical or online spaces they would use to make the innovation available to consumers.

Brands that are always present attract **7x more buyers** compared to those visible during only half of buying occasions. This underscores the importance of consistent availability and visibility to convert consumer predisposition into action and drive brand growth.

Brands that are always present attract

7x

more buyers compared to those present on just one half of buying occasions

Source: Kantar Blueprint for Brand Growth

Targeting

A successful distribution strategy must be rooted in clear strategic intent. Are you looking to acquire new users, retain and grow existing ones, or steal share from competitors or all three? Each of these objectives comes with specific implications for both messaging and distribution. Whether it's about securing the right shelf space, choosing keywords that make an impact, or optimising presence in high-traffic channels, a product needs to be precisely positioned where it can meet the right audience in the right frame of mind. Launches often falter when brands fail to match their distribution tactics with their strategic goals, leading to missed opportunities to connect with consumers.

Pricing

Brands need to price new products at a level that aligns both with their value and consumers' own situations. If they don't understand how people see the innovation, they may make the wrong calls, risking the success of the launch.



TACTICS

Internal communication

A disconnect between innovation and marketing teams can contribute to weak launch strategies. This lack of internal communication may mean that marketers don't promote the value of the product, or explain how it can meet people's needs, in the most effective way.

Competing launches

A competitor launching in the same category can put new products under a lot of pressure. Without a strong understanding of their consumers, brands may be unable to develop an effective counterstrategy and find themselves squeezed out.

Triggers and barriers

Even if everything else is right, the moment of purchase remains all-important. Brands need to know what is triggering sales and preventing them. Without this, their careful consideration of other factors will count for little and the product will underperform.

Tackling problems early

There are clearly a lot of ways that launches can go wrong. The good news is that most of these can be put right if brands tackle them early. This means identifying the issue first, then understanding why it's happening.

The more brands know about how consumers are responding, the better equipped they are to act. Are people aware of a product and if so, how are they discovering it? What are the barriers to trying it, and why aren't they coming back for more?

Answering these questions provides a snapshot of a launch's performance, allowing marketers to pinpoint early problems. However, not every launch needs drastic intervention. Tracking performance can reinforce confidence in a strong trajectory or reveal when patience is the key to long-term growth. With the right

insights, brands can stay focused, avoid impulsive reactions, and seize every opportunity to optimise and build on success.

Understanding the sequential steps of a successful launch—awareness, trial, repeat, usage—helps brands develop a more nuanced view of performance. Each stage has incrementally significant commercial implications. So, it's critical to address any barriers quickly, while also recognising when a good launch simply needs ongoing support to maximise its impact.

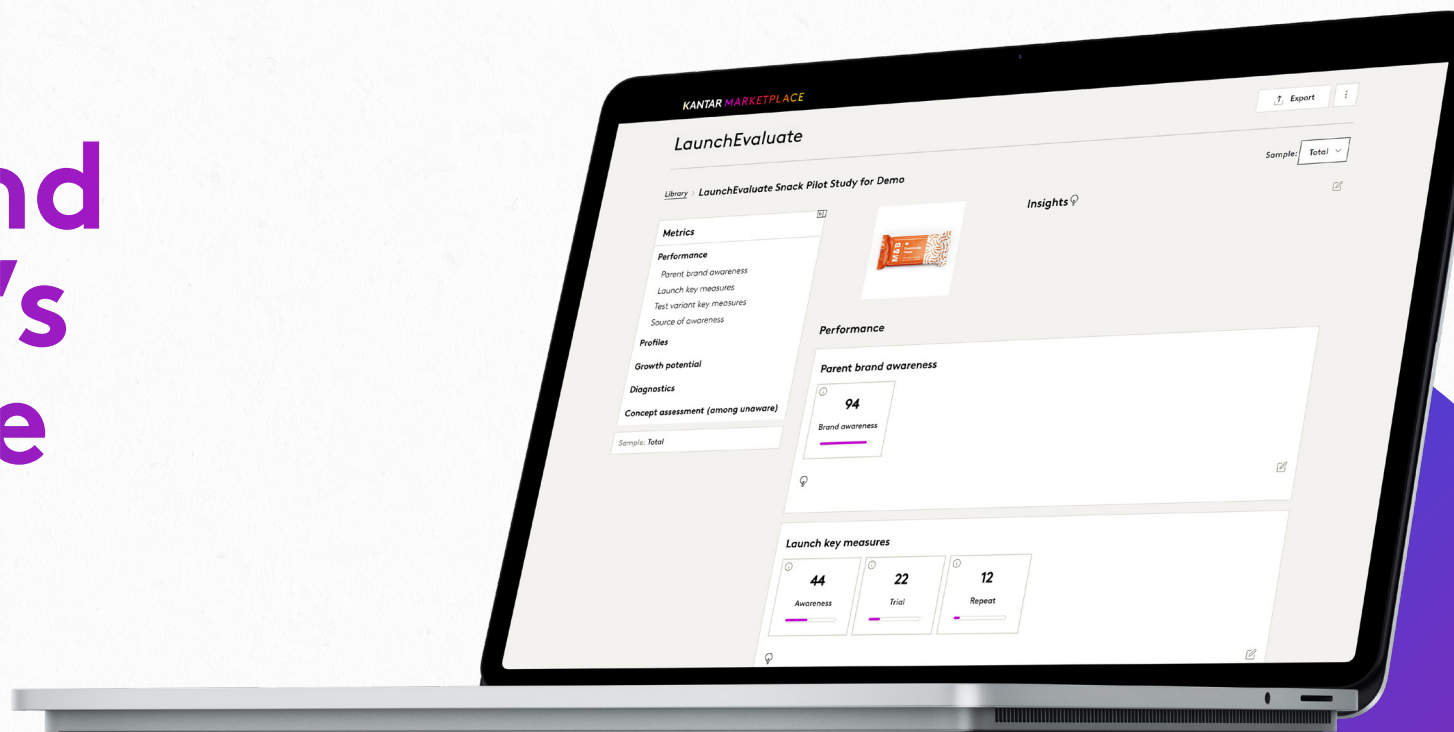
Some brands may choose to pull a struggling innovation soon after its launch. Others understand that often only small changes—such as refining messaging, optimising distribution, or doubling down on what's working—can make all the difference in ensuring sustained success.



Uncover the “why” behind your launch’s performance

LaunchEvaluate provides actionable insights that go beyond surface-level financial metrics to reveal the key drivers behind your launch results. Understand what’s resonating, identify what’s holding you back, and confidently make quick course corrections that lead to success.

[Learn more about LaunchEvaluate](#)



02

The makings of a winning launch

To make an impact, innovations need effective support before, during and after a launch. Drawing on our own experiences and those of leading marketers, here's what brands can do to encourage success at every stage in a new product's journey with examples of how game-changing innovations were powered by in-depth research.



The seven stages of successful launches

PRE-LAUNCH

Stepping up

Brands that break new ground aren't afraid to do things differently. And the need for bold thinking begins before a product enters the real world. Marketing teams should be closely involved in shaping innovations as they develop, considering how products build on existing strengths while stretching into new space. Here, insights on trends and evolving habits can help teams spot opportunities and get a sense of what will land.

Understanding how people are thinking can also help grow confidence as Baileys found when the brand began to reposition itself as an adult treat.

"At the start of the journey, there were times where we were almost holding ourselves back. And actually, the consumers who loved our brand were giving us this permission to go there."

Sheila Cunningham,
Global Planning Director

Getting buy-in

If marketers want consumers to back their product, they also need to get their organisation behind it. Kantar's Worldpanel data indicates that new products that decline in their second year cut their advertising support by half compared to those that maintain or grow sales.

Securing appropriate resources within the company ahead of a launch is essential. Having a clear proposition for the product, and robust research showing that this aligns with consumer needs, can be invaluable in getting colleagues on board.

It may also help to set up new structures to support a cohesive launch effort. Based on Cushelle's success with its tubeless range,

Senior Brand Manager Hazel Reece recommends creating

"A real go-to-market team that collaborates, really gets behind the activation, builds a plan, and delivers it all the way through our customers to the store."

Assessing the impact

When a product launches, brands should aim to build a picture of how people are responding to it as quickly as possible. The key concern in the first few months is assessing awareness—how many people know about the new product—as well as understanding what proportion of these consumers go on to try it and make repeat purchases.

Kantar's post-launch data helped Baileys *"really understand how we're bringing in new consumers,"* says Cunningham. Limited time offers have been *"really powerful"* in bringing in a *"much younger profile,"* she says, as well as a *"huge male consumer base."*

Equally, the research supported learning from innovations that weren't as successful as hoped, revealing geographical nuances.

"There might be some flavours that have worked in Great Britain, which maybe have not been as powerful in Germany," for instance.

Tracking conversion journey

Knowing how people are finding out about a product is also an important factor that brands can use to guide their launch efforts. If most people are discovering it in stores, for example, marketers can increase their emphasis on other channels, such as social media or TV advertising, to build a broader awareness.

When Diageo created Captain Morgan Black Spiced, a new premium addition to the Captain Morgan portfolio, it knew it had a great liquid, but sales were slow to build. By monitoring early performance, Kantar helped identify that a lack of Awareness was holding Black Spiced back. To give the liquid the best chance of success, it needed to consider how to maximise reach through a revised channel strategy and capitalise on in-store presence by making the bottle stand out more on the shelf.

"To address the challenges, we revised the media plan to ensure high-impact, awareness-driving channels were selected and invested in extra feature and display so Black Spiced stood out as something new and exciting at point of purchase in-store. These tweaks to the launch plan resulted in a 30% increase in Awareness and 50% increase in both Trial and Repeat over the following six months."

Nicola Sargeant

Senior Consumer Planning Manager – Vodka, Rum & Convenience (GB), Diageo



Correcting course

Once brands have a snapshot of the initial response to a launch, the key question is: “Why”? Digging deeper into questions such as what people like or dislike about a product, whether they see it as unique or good value, and their triggers and barriers to buying, allows brands to make rapid course-corrections that can have a big impact on performance.

Whether it’s refining advertising messaging, optimising product placement, or adjusting the overall strategy, understanding the factors driving awareness and sales gives marketers the confidence to make the right calls.

When Diageo’s Johnnie Walker team in Latin America and the Caribbean (LAC) created Johnnie Walker Blonde, a new whisky made for mixing, they knew the unfamiliar proposition and new serve would need careful positioning to succeed.

“By monitoring early performance in various launch cities around the world, Kantar helped Diageo understand what was getting Johnnie Walker Blonde seen and which demographics were enjoying it most. From the early reads, we fed into the initial pack change to increase standout and bring it closer to the JW trademark, and what Johnnie Walker needed to communicate so people could enjoy the new blend in the way it was intended.

The biggest impact from monitoring the launch was giving the business confidence around the proposition—why they needed to continue to invest in Blonde and what to tweak to help ensure long-term success.”

Clara Souza

Head of LAC Innovation, Diageo

Developing a learning mindset

Assessing the “how” and “why” of a launch’s performance in depth supports the success of the latest innovation and informs future initiatives. Incisive research plays a crucial role in securing retailer listings and venturing into new spaces.

Sheila Cunningham says that throughout Baileys’ reinvention of its identity, “it’s been really, really important that we test and learn as we go”. The company conducts research into the response to its launches, asking: “Are they showing up? Are they delivering talkability? Are they creating new news? Are they exciting?” The findings feed into the work of innovation teams, as well as discussions with retailers. Adopting a learning mindset in this way helps the brand sustain growth through ongoing innovation.

Nurturing the brand

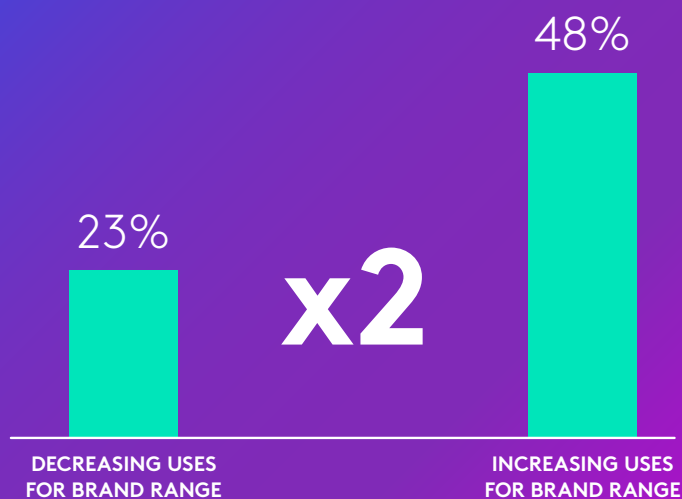
In-depth research following a launch is also a fantastic opportunity to assess the impact of a new product on the wider brand. As well as data on perceptions and future consideration, this can provide insights on whether the innovation is genuinely stretching into new space, rather than competing with existing offerings. This helps marketers continuously monitor and strengthen the brand, developing a seamless process where post-launch research feeds into future efforts.

Josephine Taylor, Senior Marketing Manager at Walkers, says that when it was devising new ‘Giants’ and ‘Crunchy’ varieties of its popular Wotsits crisps, the company “really tried to understand the role that the brand plays in people’s lives”, focusing on the “deep human truth behind why they choose us”. Its research found that because the products aligned with what people wanted, they were “massively incremental”, supporting growth of 35% in three years.

STRETCHING INTO INCREMENTAL OCCASIONS DOUBLES THE CHANCE OF GROWTH

A brand’s chance of growth doubles if it can find new uses for its range

Chance of growth (%)



Source: Kantar

Milking the attention

Seeing its growth lagging, *a recently launched plant milk brand turned to Kantar to understand why.* The research revealed two important insights—not with the product itself, but with the way it was launched.

Firstly, people were not associating the brand with the occasions it was best suited to, because that wasn't how consumers were using existing products in its category. The business addressed this challenge by creating new advertising to showcase when people could use the product.

The data also indicated that the brand wasn't getting its fair share of consideration in stores. The milk wasn't positioned where shoppers expected to find similar products or where it could catch their attention while browsing competitors.

The brand increased in-store signage to improve visibility and guide consumers to the product. Following this, consumer awareness of the product increased dramatically, as did its sales.



Flushed with success

In June 2022 Cushelle introduced tubeless toilet tissue rolls, offering consumers greater convenience while boosting sustainability. *Senior Brand Manager Hazel Reece says* that the launch's approach to in-market execution was really fundamental to its success.

Guided by what it had learned from previous launches, the company set up a collaborative go-to-market team with "very clear ambitions in terms of what we needed to achieve"—such as distribution and space targets—and a "really tight range window" to support maximum impact. A through-the-line marketing campaign developed consistent messaging throughout the path to purchase, from a new TV commercial to the launch in stores.

This approach led to "fantastic visibility" and helped gain leverage with retailers, who featured the product prominently and included it in initiatives such as Tesco's 'Better Baskets'. Following this success, a year later, Cushelle expanded its range with longer-lasting rolls containing 50% more sheets.



Indulgence is bliss

With Blissfuls, launched in January 2022, McVitie's created an indulgent biscuit to appeal to people's changing snacking habits. The product, which features a Belgian chocolate cream centre inside a crunchy biscuit base, is sold in a resealable pouch intended to encourage sharing during the evening.

Matthew Punter, Head of Strategic Insight, says that McVitie's was "determined to drive through some key learnings" it had gained around consumer trends, emphasising shareability and the biscuit's "slightly smaller and infinitely more munchable" format. A multi-channel campaign focused on a 30-second TV advertisement which "really imaginatively brought to life the brand proposition", featuring a striking ASMR-influenced sequence that also highlighted the targeted occasion.

Punter says the product has had a transformational impact on consumer behaviour, recruiting 300,000 younger shoppers, driving an additional 4.2 million evening occasions, and commanding double the average retail price.



A winning launch isn't just about having a great product—it's about making the right strategic moves at every stage.

As we've seen from brands like Baileys, McVitie's, and Johnnie Walker, success comes from understanding the factors that drive awareness, trial, and repeat purchases. Whether it's sharpening messaging, improving distribution, or adjusting pricing, brands that stay agile and use insights to fine-tune their approach can turn a good launch into a great one.

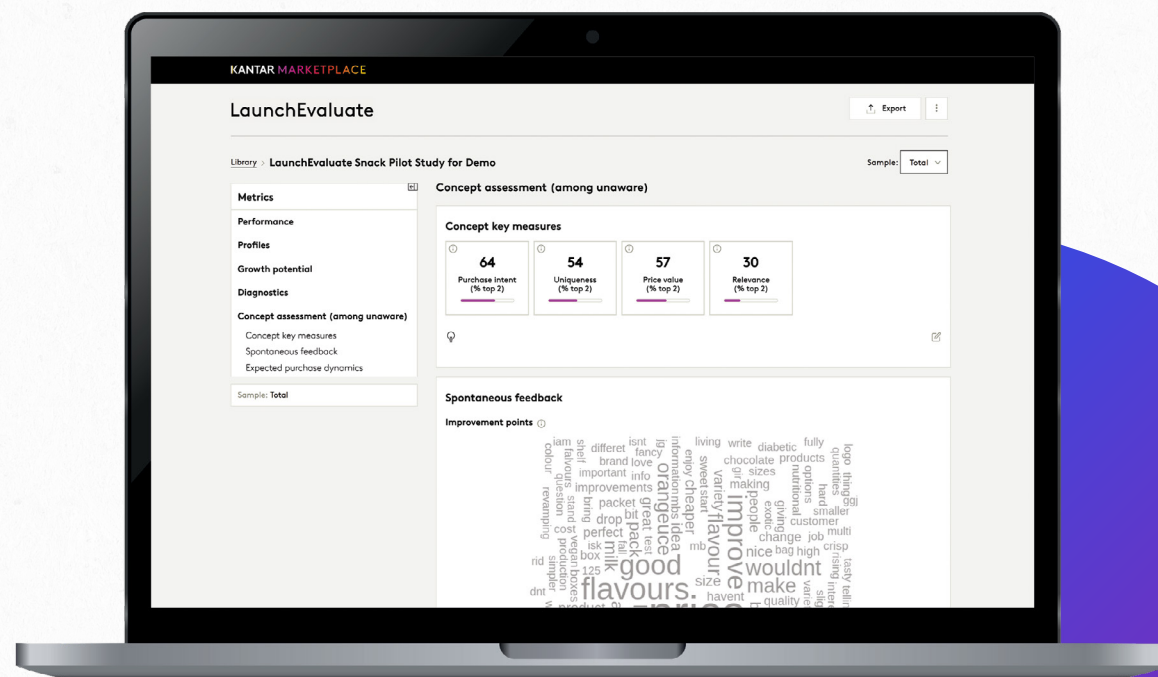
But post-launch insights don't just help brands fix problems—they also provide the confidence to stay the course when things are working. Tracking how consumers move through the conversion funnel ensures brands don't overcorrect too soon or miss opportunities to amplify success. The key is to continuously learn and adapt, building on every launch to create strong foundations for future innovations.



Power your launch with precision

A winning launch is built on more than just a great product—it's driven by the right strategy. LaunchEvaluate provides insights into the factors shaping your launch's performance. With clear diagnostics and expert-backed recommendations, you can refine your approach, optimise execution, and ensure your innovation reaches its full potential.

Learn more about LaunchEvaluate



03

Connecting the dots for launch success



“Having a launch and learn mentality is essential to optimise the chances of long-term success but even if we do fail, we can use this as our biggest opportunity to learn”

Kate Veale

Global Innovation Transformation Director, Diageo

Source: Kantar Innovator's Advantage

Rapid insights support a proactive approach to launches, allowing marketers to spot problems quickly and adapt their strategies dynamically. Taking a wider view, post-launch research also helps brands develop holistic long-term innovation strategies, where learnings from current launches are harnessed to guide and sharpen future innovation.



Developing a holistic approach

Post-launch research doesn't just help fine-tune a current launch. It also informs future innovation. Many successful brands take this approach a step further, intentionally using learnings from past launches to drive new ventures. Insights continuously support the evolution of a holistic, agile innovation strategy.

Hazel Reece, Senior Brand Manager at Cushelle, recalls that when the business was developing its tubeless range,

"One of the first things we did was to go back [to] learnings that were taken from previous innovations".

Building on past insights, the brand formed a dedicated go-to-market team to improve collaboration. This helped it stick to clear targets within a tight time window, creating strong awareness. Over time, this kind of iterative learning allows brands to build a bank of 'golden rules': proven strategies that can be refined and reapplied to future launches for greater efficiency and impact.

When McVitie's developed Blissfuls, *says Matthew Punter*, the brand similarly drew on previous learnings. This meant that

"It wasn't a hard start to the project, but more of a continuation from our strategic framework into proposition development". This was made "far easier by the groundwork that had already been laid," he explains.

Having "rock-solid insight foundations" helped the business understand the consumer landscape and spot potential opportunities.

"Being aware of the granular details of what's most likely to succeed was critical to the success of the launch", adds Punter.

For marketers, thinking about innovation in this way is not only productive but also immensely stimulating. Baileys has "had to think outside the box and really explore, test, and learn as we go", *says Sheila Cunningham*, with "an expansive mindset at the forefront of everything we've done...It's been really interesting, rewarding work."

"The partnership we have had with Kantar from the beginning has been really critical to the success. We've made learnings all the way through and kept the consumer at the very heart of what we've delivered... We knew what the most compelling aspects were for consumers, and we ensured that we did not lose sight of that."

Sarah Babb

Marketing Manager, McVitie's Jaffa Cakes

Source: Kantar Innovator's Advantage

How do innovation guidance systems help?

While research is an established part of product development, post-launch insights are often given less priority. Without them, brands struggle to develop a genuinely iterative approach. Innovation guidance systems offer a structured framework to help marketers understand how consumers are responding to new products after a launch, allowing them to refine their approach quickly and continuously based on real-world data.

Through this kind of research, for example, businesses can get a dynamic snapshot of people's awareness of a new product and how they are finding out about it. They can see

what proportion of consumers actually try a product and go on to buy it again.

The data can also shed light on how the launch impacts the brand itself. Is it gaining market share incrementally from competitors or other categories, or is it cannibalising existing users? Would people consider using the new offering again? And does it change their feelings about the parent brand?

The best systems also help businesses understand the reasons behind these metrics. They can see what people like and dislike about a product, and what is encouraging or preventing them from buying it. Do they perceive it as unique and relevant? And does it provide them with good value?

Cutting-edge solutions such as [LaunchEvaluate on Kantar Marketplace](#) provide interactive visual dashboards to bring the data together in one place. This allows marketers to understand trends at a glance, compare projects easily, and share data with colleagues, helping them make the most of the findings.

Just as importantly, post-launch research can be used to inform future projects and develop holistic strategies. To be truly effective, guidance systems must be well-designed, bringing together a broad range of insights on people's instinctive and more reflective responses. The data they use must also be reliable, backed by validated methods and secure quality consumer panels.

The power of post-launch insights fuels sales growth

In an exciting success story, a global FMCG brand leveraged post-launch insights to make rapid course corrections on a new product launch—resulting in an impressive **46%** boost in sales impact.

Source: Kantar, Worldpanel Division



"Iteration is your friend. It's rare you're going to crack an idea on the first round. Keep iterating, learning, and evolving and eventually, you'll land the idea."

Kim Mauller

Director of Marketing Insights – Innovation and Foresight,
Molson Coors Beverage Company

Source: Kantar Innovator's Advantage

Refining strategy with continuous insights

Following the successful launch of Tanqueray 0.0% in the UK, Diageo decided to expand its availability to Italy and Spain. The company not only tracked the growth of awareness and trial rates over time but also conducted a series of deep-dive analyses to understand which channels were most effective, how new campaign strategies influenced consumer drinking behaviour, and how best to position the product to overcome consumption barriers.

As a result of the findings, Diageo was able to refine its strategy by identifying the consumer group with the highest potential and understanding their main barriers, allowing the company to address them through its brand's communication.

“Another valuable aspect of this study is its connection to the broader Kantar insights received, enabling Diageo to assess whether the consumption occasion being targeted truly represented the biggest opportunity. There is no doubt that LaunchEvaluate is a powerful tool that the company will continue using to track the performance of its innovations.”

Jose Maria Iñan H

Consumer & Shopper Planning Manager, Diageo Southern Europe

Getting the right ingredients

The potential of effective post-launch guidance can be seen in the recent experience of Vahiné, the leading brand in the baking aids sector in France and a much-loved household name. Seeking to grow its presence in the dessert mix category—where its footprint was relatively small—Vahiné faced fierce competition, with the market leader commanding over 50% of the share. To challenge this dominance and expand its market share, Vahiné launched the innovative **3 en 1 product**—a bold and unique proposition.

LaunchEvaluate found that several months after the launch, the product had established fair awareness levels, but with clear room for improvement. The data revealed that almost two-thirds of people who were aware of the product discovered it in physical shops, while other channels contributed far less. While Vahiné 3 en 1 had started building a 360-degree presence, this insight underscored the need to further boost overall awareness and cut through the competition.

For Vahiné 3 en 1, the conversion from awareness to trial was lower than comparable offerings. However, among those who did give it a go, the proportion of people who went on to repurchase was in line with—or even higher than—that of competitors. This indicated that the product offered something genuinely Meaningful and Different, exciting consumers who gave it a chance and

demonstrated good incremental potential. The challenge was in effectively showcasing this Meaningful Difference to improve the conversion rate from awareness to trial.

LaunchEvaluate provided actionable suggestions on how to address this. It found that the triggers for repeat purchases differed from those for trials: once people tried the product, they discovered benefits that hadn't initially motivated them to try it. If Vahiné tweaked the message hierarchy in its communications to highlight these overlooked benefits, it could encourage trial more effectively, getting the product into consumers' hands faster and improving conversion rates.

For those already aware of Vahiné 3 en 1, the LaunchEvaluate data revealed that the biggest barrier to trying it was a lack of availability—which also hindered repeat purchases. The insights highlighted where consumers expected to find the product, underscoring the need for more effective shelf placement. With this information, the brand was advised to work with retailers to secure better shelf space for the product. The research offered compelling evidence of the product's high repeat purchase rate and strong growth potential, making a strong case for retailers to prioritise it. By meeting consumers where they shop, the brand could drive greater trial and repeat purchases, maximising the product's success.

“We were always confident that we had a great innovation on our hands, and it was great to get that confirmation from LaunchEvaluate. It was interesting to see which elements of the innovation consumers were drawn to, and interestingly, what was overlooked.

This research also gave us a clear direction on how to further optimise Vahiné's 3 en 1 in-market performance. We are already looking to implement this, and even to use some of the data in our future meetings with retailers.”

Julien Laborie

Marketing Director France, McCormick Ltd

“It was great to see that the insight work we had done so far had helped us build a strong proposition, but this work highlighted the importance of delivering the right message! We've got increased clarity on what consumers understand about Vahiné 3 en1, with interesting provocations on what we should be focusing on to further improve it.”

Catherine Haigh

Head of Consumer Insights EMEA, McCormick Ltd



A flavour innovation tracked and optimised using the LaunchEvaluate framework achieved the **highest sales volumes of any new launch** in its category in the **past three years**.

Source: Kantar, Worldpanel Division



A brand that tracked and tested innovations through LaunchEvaluate saw uplifts in sales value of:

57% **>>** **55%**
in year one **in year two**

compared to untracked launches.

Source: Kantar

Why LaunchEvaluate?

LaunchEvaluate combines rapid snapshots, deep dives and expert analysis to give you meaningful insights into your launches and the factors contributing to consumer responses. It goes well beyond basic launch monitoring to offer:

- **Powerful diagnostics:** Uncover the “why” behind performance, pinpointing key drivers, and spotting potential challenges early.
- **Tailored guidance:** Our experts analyse research findings to provide specific recommendations. Kantar’s deep innovation expertise ensures every launch is aligned with strategic growth objectives.

- **Timely results:** Get insights in as few as 48 hours, enabling you to take rapid action and optimise performance.
- **Ease of use:** Access insights through an interactive dashboard with advanced visual analytics, supporting dynamic collaboration.
- **Global reach:** LaunchEvaluate spans 70+ markets worldwide, helping you assess performance across regions, stay competitive, and uncover global growth opportunities.

Giving innovations the momentum to shine

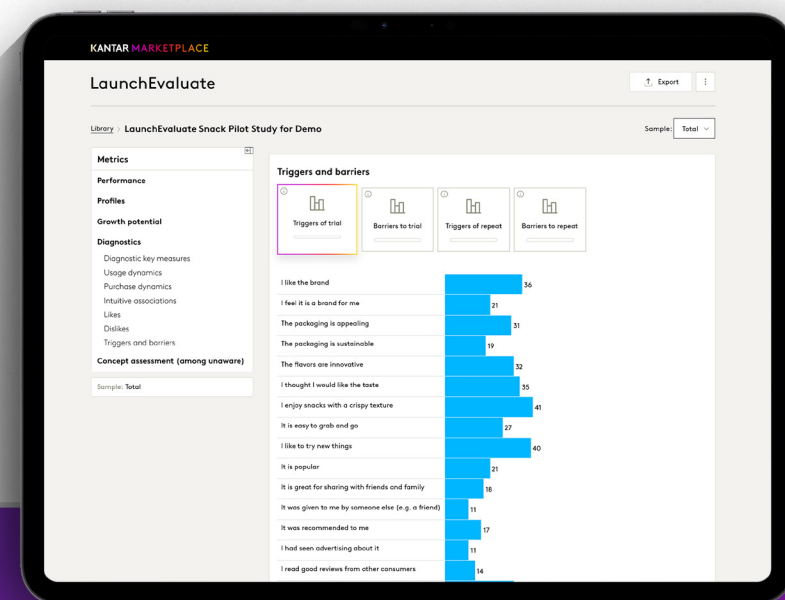
A great product alone won’t guarantee success. Too many promising innovations stumble—not because they lack potential, but because they fail to connect, resonate, and break through the noise.

A product launch is more than a moment; it’s a critical inflection point. You must not only introduce your innovation to the world but also ensure it finds its place in consumers’ lives. That means sparking excitement

amid evolving trends and fierce competition, all while staying agile to course-correct when needed.

Get it wrong, and you risk wasted investment, missed opportunities, and damaged reputations. Get it right, and you unlock sustained momentum, carving out new space to thrive. The key isn’t just tracking performance; it’s understanding the “why” behind it.

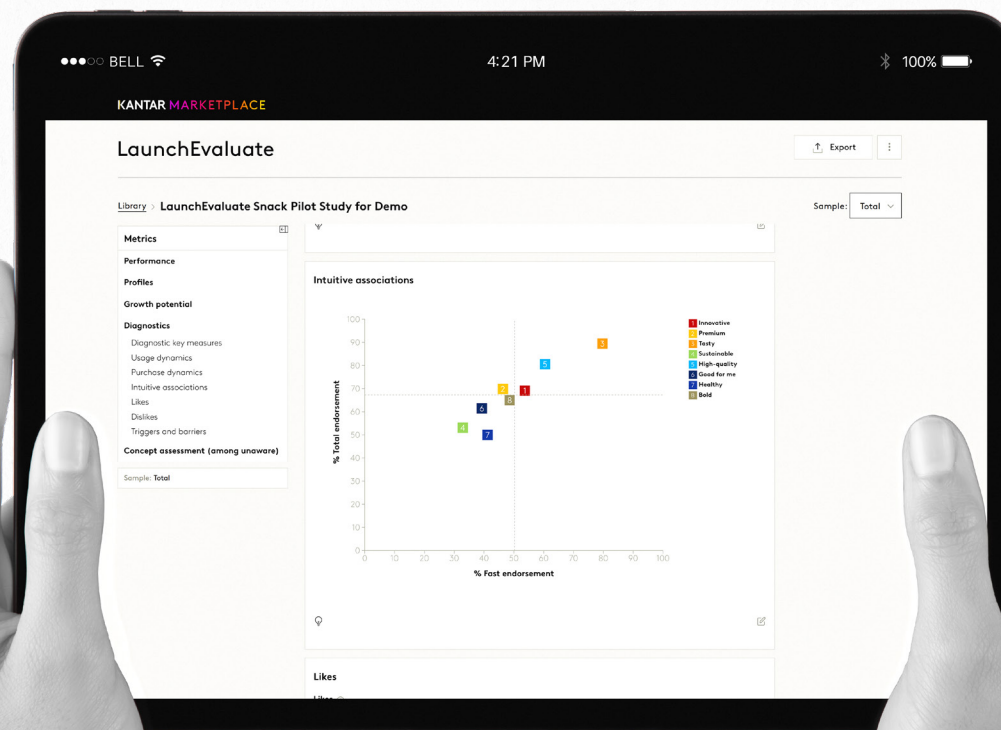
By embracing a systematic, insight-led approach, you can give your innovation the support it needs—not just to launch, but to last.



Transform insights into action that fuels sales growth

LaunchEvaluate helps you connect the dots to uncover the full story behind your launch's performance and identify actionable insights. With expert guidance and a global reach across 70+ markets, it empowers you to refine strategies, unlock incremental growth opportunities, and lay the foundation for future success.

[Book a demo today](#)



Behind every great launch

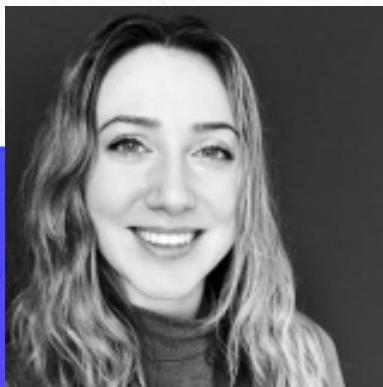
This guide wouldn't have been possible without the expertise, insights, and dedication of our incredible contributors.

Special thanks to:



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Double your brand growth by **innovating** into new spaces

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From early idea and concept testing to post-launch evaluation, we empower you to identify, build, and launch Meaningfully Different innovations that drive sales and build long-term brand equity.

Find out more at kantar.com/marketplace

