



## SCREEN PLAY®: NOW A MORE POWERFUL MODEL TO CREATE THE BEST PRODUCT LINE-UP

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**M**arketers have learned the importance of developing product lines that have the broadest reach toward their intended consumer segment. Integral to this is the TURF tool, which provides top product line-ups in terms of definite purchase commitment to at least one variety in a potential product line. Traditional TURF programs just data crunch to get the strongest combinations, but do not address product line-ups that may offer greater return for a particular marketing environment. RTi has the solution.

RTi has developed a unique multivariate model that provides flexibility to assess and alter product line-ups. This means you get a “thinking” output, not just the data dump. RTi Screen Play® includes the following features:

- Traditional TURF output that we can run with or without restrictions, meaning always including base products, deleting low interest products, solving for a specific number of products to include, etc.
- Our model incorporates frequency of purchase in the line. This is an important consideration so that one proceeds with a line of appealing items that would likely add volume, not just substitutes for other items in the line.
- Once we identify the optimal line-up within your parameters, we can identify the sequence of introduction to capture the greatest trial at each roll-out.
- Our model shows the incremental build of each product to the line-up, and also indicates the change in interest if a current offering is excluded or replaced.
- Additionally, we provide the ability to profile interest in a top product build by various segments, such as heavy vs. light users. This helps one to manage the line to appeal to primary or secondary targets.

- Finally, we provide a Screen Play® file for you to play “what-if” scenarios on your desktop. You can add intelligence to the line-up choices with a Perceptual Map that we provide. The map graphically displays consumer perceptions of similarities and/or differences between the different product options.

The TURF and Screen Play® model works with any screening test that minimally includes a product sort on purchase interest, followed by ranking on interest. It’s appropriate for:

- **Brand Extension:** New product that extends brand equity into a different category than the base brand
- **Line Extension:** New product with existing brand name in same product category as base brand
- **New Trademark:** New product line-up with new brand name

Screen Play® adds a valuable component to client learning after data collection. Our model provides optimal product line-ups and the flexibility to view different options based on changing parameters. This allows the client to manage their entire portfolio more powerfully than in the past.