

GfK Baby Panel

Your base for successful marketing and sales decisions in the baby and toddler market



GfK Panel Services Benelux

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Methodology and market cover

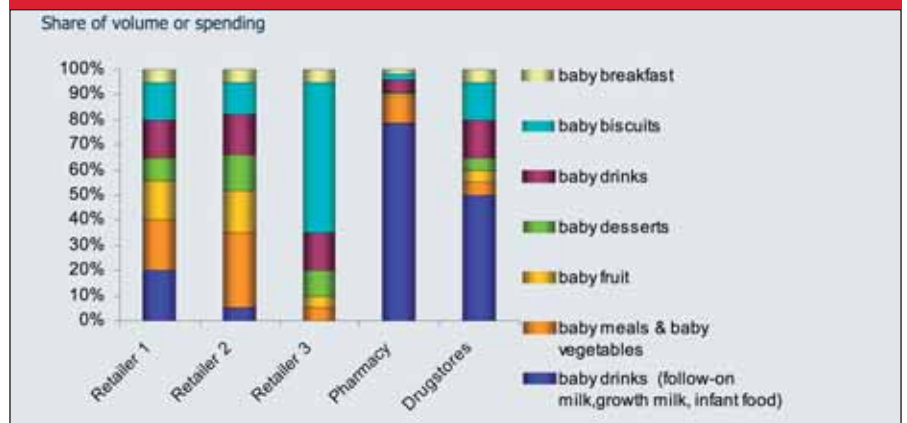
The GfK Baby Panel consists of 600 households, with at least one baby up to the age of 36 months. The panel is representative to sociodemographic characteristics and the age of the baby. Each month twenty new babies join the Baby Panel, as, every month, a number of babies also reach the age of 36 months.

The following segments are covered:

- Baby food:*
- baby drinks (follow-on milk, growth milk including medicinal milk, infant milk, powdered milk)
 - baby meals and vegetables
 - baby fruit
 - baby desserts
 - baby biscuits
 - baby breakfast

- Baby care:*
- nappies
 - care wipes
 - bath/shower products
 - care products

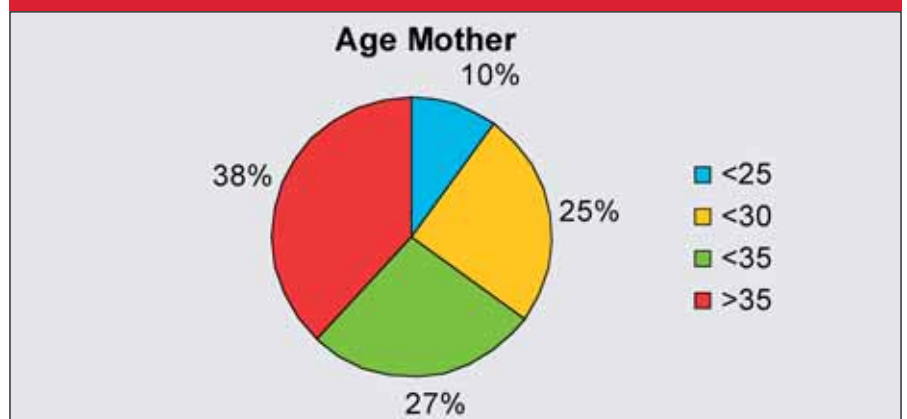
Full market coverage: drugstores, pharmacy, supermarkets



In addition to the usual segmentation, we also give a detailed description of the family situation and background characteristics:

- age of the mother
- number of children and order (in the family) of the baby (e.g. first born, etc)
- gender of the baby
- socio-economic class
- rural - urban
- media consumption (preferred TV channel, radio, print)
- division based on buying behaviour (A brand, Private Label Brand buyer or Hard Discount buyer)

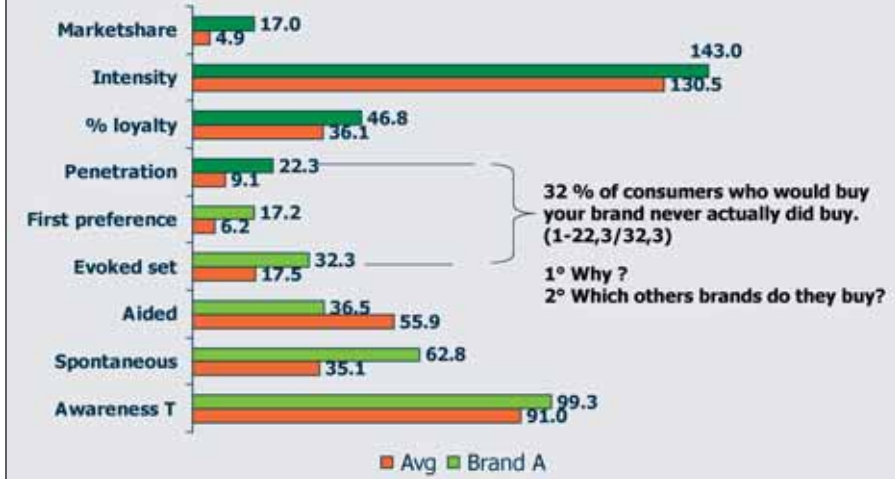
Insight in socio-demographic of the families



What are the USPs of a specific Baby Panel?

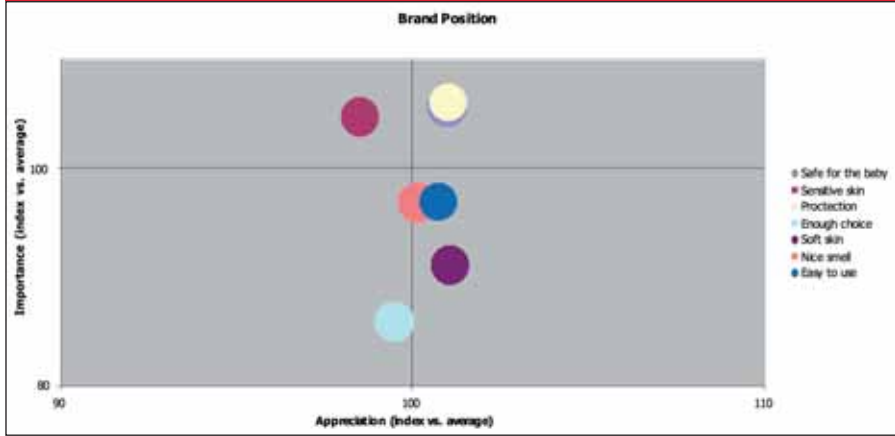
- You are able to gain continuous insight into your market, your brand and competitive brands and the variations of the different products by tracking consumer purchases.
- Your brand awareness within this target group can be covered, plus how this compares to the buying readiness.

How can you improve the performance of your brand?



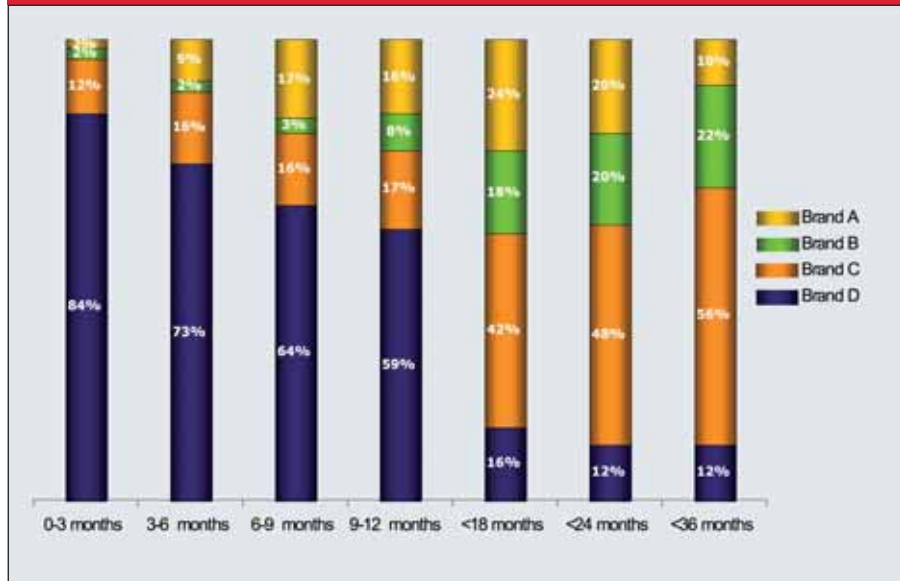
- You can gain an insight into the image of your brand(s) and those of your competitor.

Image of your brand compared to the average within your category



- You know what the motivation is behind buying your product or the product of the competitor.
- You not only know what your consumer buys from the supermarket, but also from the hard discount store, the drugstores and the pharmacist. Because of this, you have an insight into the relationships between brand choice, channel choice and, for example, the age of the baby.
- In addition, GfK offers you the opportunity to gain an insight into your clients' product use/consumption and media consumption (print, radio, TV).
- Direct marketing effectiveness measurement.
- On line questionnaires reveal attitudes and drivers of purchase behaviour.

Brand choice and age of baby



All reporting tools from the existing ConsumerScan Family Panel can also be used on the Baby Panel. Through this, you gain an insight into:

- The trends of the Belgian baby market
- Consumption habits
- The retailer choice and assessment of your shop formula/brand
- Differences between the first born child and the following children
- Your competitive field
- Your own market position
- Your product mix (attuning variation)
- Your price positioning
- The loyalty to your brand/shop formula during the first three years of the baby's life
- Your buyer: socio-demographic profiles
- The most effective target group approach
- Importance of each brand within each age group

Evaluation of direct mail or online campaigns

In addition, there are a number of interesting additional opportunities within the GfK Baby Panel:

Just like for the GfK Consumer Scan 4000 Family Panel, the effects of direct marketing actions can be charted. Many direct marketing campaigns often contain, as well as product information, discount vouchers for significant sums, which are exchanged with much enthusiasm for brand articles. What are, however, the lasting effects in terms of brand trust, of this sampling? In other words, does the buying behaviour of the mothers differ according to the different levels of involvement in the direct marketing campaign?:

- Read the mailshot and did not use the voucher - why not
- Read the mailshot and used the voucher
- Did not read the mailshot or not remembered

The Baby Jury portal: Attitudes and monitoring consumption

The Baby Jury Portal offers additional opportunities, where online questions can be posed to the participating mothers, which pursue in greater depth the motivation behind buying decisions and attitudes with regard to products and channels. Notoriety studies are also one of the possibilities.

Moreover, there is the opportunity, by means of an on-line journal, to ask questions about the eating behaviour of the baby (intake monitor); at what time of the day is which food given and how much (product, brand, variety).

Searching for chances in the baby market by looking at the consumer behaviour



GfK Baby Panel offers you actual information as a basis for well-considered strategic decision-making and/or marketing efforts. Curious about what GfK can offer you? For further free-of-obligation information, please get in touch with your GfK contact person, or Dirk Vanderveken.

Together with you, we would be pleased to take a look at how the GfK Baby Panel can be used for the benefit of your organisation.

