

## Key Findings

- Starbucks developed products and tailored social content explicitly for its target demographic, driving strong organic engagement and reach.
- Baby Dove invested in Amazon paid media, including headline search ads and sponsored product listings, to drive awareness and quickly deliver brand visibility on prominent branded and unbranded search terms.
- Cheetos magnified its reach and engagement on social media by collaborating with experts and influencers to create exclusivity and excitement surrounding a launch.
- I Can't Believe It's Not Butter's competitive search marketing strategies roused organic and paid visibility through targeting long-tail keywords relevant to its niche products.

## What Brands Should Be Thinking About

- **Audience First:** Innovate around trends that have historically engaged your audience. These insights should inspire product design and launch-specific content, and should inform prioritization of digital channels.
- **Pay for a Seat at the Table:** Upon launch on e-tailer platforms, enhance search visibility by investing in high cost, high margin advertising and sponsored opportunities.
- **Engage the Experts:** Invest in the reach and industry equity of influencers to help drive product awareness beyond brand-owned posts.

Shaggy Herur | Research Lead, CPG

Aaron Rabinowe | Research Associate, CPG

Nikhil Goyal | Director of Data Science

Sarah Cioffi | Designer

**L2 research** is based on data-driven analysis. Our findings, rankings, and recommendations are objective, unbiased, and independent of membership.

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## Start Strong

New products incur significant cost during product development and in establishing supply chain and fulfillment systems. As such, brands need to be creative with their spend during launch and promotion. Digital lends itself well to this mandate, and is a pervasive, accessible, and relatively cost effective medium. It offers a variety of opportunities to customize and repurpose content according to platform as well as target relevant demographics. Disruptors in the CPG category tend to be small, independent brands, but large enterprise brands with new products can also learn to maximize efficiencies to rise quickly through digital means. All brands eager to establish digital visibility should invest on relevant platforms, stirring engagement on social media, driving awareness through web advertising channels, and incentivizing sales using e-tailer marketing services.

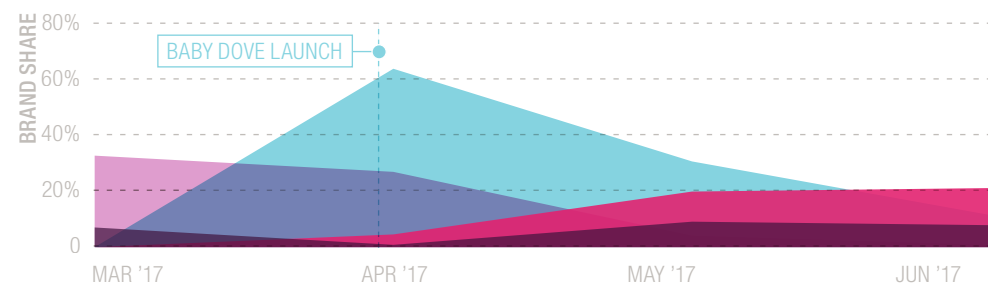
L2 tracked product launches from four CPG brands—Starbucks, Baby Dove, Cheetos, and I Can't Believe It's Not Butter—to benchmark performance and identify best practices. In each case, these brands identified digital opportunities which diminished many of the barriers to entry associated with a pure traditional media marketing mix.

### CPG US: Brand Share of Headline Search Ads for Unbranded Keywords on Amazon



Measured Daily, March–June 2017, n=50,666 Headline Search Ads Served Against 4 Keywords

■ Baby Dove ■ Johnson's Baby ■ Aveeno ■ Huggies



Source: L2 Insight Report, "CPG US: Product Launches," November 2017.

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### BENCHMARKING

L2 Digital IQ, Amazon IQ, and Category IQ Indexes provide analysis and rankings for brand performance, profiling best practices and key innovators.



### MEMBER SUPPORT

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## L2 Products



### L2 DIGITAL BENCHMARKING INDEXES

Rigorous analysis and benchmarking of brand performance within a specific industry, merchandise category or on Amazon.

- L2 Digital IQ Index
- L2 Amazon IQ Index
- L2 Category IQ Index



### STRATEGY MODULES

Customized benchmarking and insights on digital topics that are strategic priorities for brands, including:

- Omnichannel Retail
- Video
- Content & Commerce
- Data & Targeting and Loyalty
- Localization
- Social Content & Strategy