Strengths of Vanicream
In Canada, the table below highlights drivers where Vanicream significantly outperforms the category, representing its strengths.
Driver Equity Score Category Benchmark
Convenient packaging 92 53
Rinses off easily 87 56
Good ingredients 81 50
Brand that suits me 80 43
Nice fragrance 78 47
Weaknesses of Vanicream
In Canada, the table below highlights drivers where Vanicream significantly under-performs compared to the category, revealing its weaknesses.
Driver Equity Score Category Benchmark
Brand used by my mother 15 36
Professional beauty advisors 19 48
Has all natural ingredients 28 45
Makes me happy 28 39
Purifies skin 32 40
Marketing Funnel Analysis
The table below presents an analysis of key parameters from the marketing funnel, highlighting areas where Vanicream performs statistically significantly above or below the overall category.
Parameter % Respondents
Aided awareness 80% (Sig +)
Unaided awareness 55% (Sig +)
Top of mind awareness 11% (Sig -)
Consideration 52% (Sig +)
Preference 13% (Sig -)
Ever tried 21% (Sig -)
Used past 12 months 27% (Sig -)
Used most often 9% (Sig -)
Top of the Funnel
Aided awareness, Unaided awareness, Consideration: Shows strong performance, suggesting opportunities to further strengthen current successful initiatives.
Top of mind awareness: Presents opportunities for enhancement through strategic media optimization and focused communication efforts.
Trial
Ever tried: Drive activations, word of mouth, and promotions on smaller/lower-priced packs to encourage trial.
Conversion/Bottom of Funnel
Preference, Used past 12 months: Differentiate on key category drivers to increase preference/usage.
Loyalty
Used most often: Presents opportunities to strengthen consumer loyalty through enhanced brand experience and targeted retention initiatives.
Purchase Triggers
Here are key purchase triggers in the facial cleanser category where Vanicream holds statistically significant superiority over the overall category, along with recommended actions to leverage them.
Purchase Triggers % Respondents
Remove dirt sweat grime 10.1% (Sig +)
Reduce dryness 6.8% (Sig +)
Open up pores 6.1% (Sig +)
By focusing on these key purchase triggers, Vanicream can better connect with its target audience and strengthen its market presence.