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.