



Affordable Optimization for Concepts & Products

Thousands of new products are launched annually, but how many remain on shelf one year later?

Blueberry's PinPointSM provides specific guidance to optimize for market success without breaking your budget.

Concept

Refine for maximum acceptance and appeal.

Product

Identify and prioritize product improvements.

Mix

Optimize product, package & price mix.

Blueberry's PinPointSM Resolves Development Challenges

- Product development falling off track?
- Hopes pinned to a successful launch?
- Expanding into adjacent categories?
- Introducing internationally?



PinPointSM benchmarks against today's marketplace, not a database, making it ideal for new product categories and global markets. And PinPointSM uses stringent criteria, so offerings are assessed not just on purchase intent, but strength of the overall concept.

Blueberry's PinPointSM

Measure. Optimize. Launch.

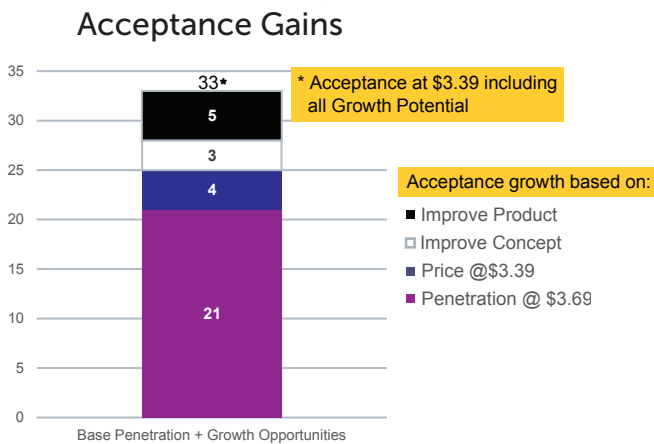


Work across the Innovation Pipeline

- Measure fit and volume potential at four different price points.
- Determine acceptance within the context of the competitive set.
- Determine cannibalization risk.
- Benchmark in adjacent categories...perfect for innovation.

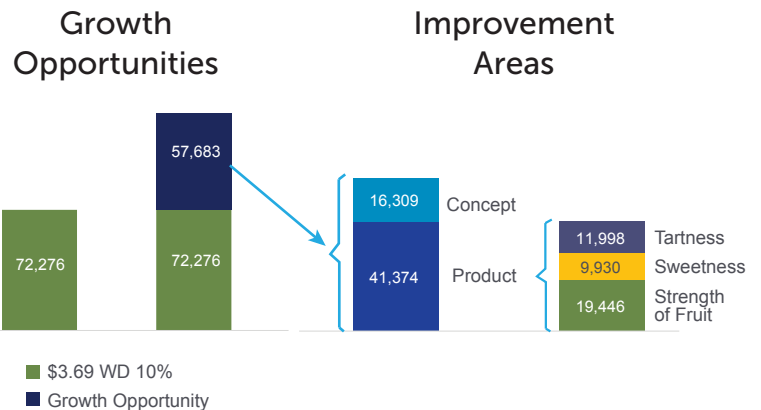
Prioritize Optimizations

Ideal for when a fit is not determined, or if a product has weak overall performance.



Measure Acceptance

Calculate increases in acceptance that can be expected with price and product improvements.



Let's talk about your innovation landscape.

Lisa McGurk lmcgurk@blue-berry.com

Peter Grubb pgrubb@blue-berry.com

Blueberry