



The Rise of

# Aldo Dino

Using data to build a leading toy property



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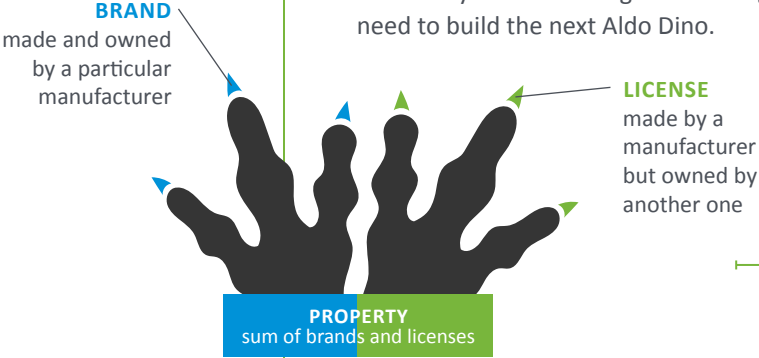
# INTRODUCTION

Thanks to the right brand managers, the right licensees, and a holistic view of the landscape, a small cohort of undisputed champions dominates the toys market year after year. But that doesn't mean new or lesser-known properties can't successfully mount a challenge, capturing the hearts and loyalties of legions of young fans in the process.

The Aldo Dinosaur (Aldo Dino) did just that. Since first entering the market as a plush toy and action figure, the property now dominates the industry. Aldo Dino stars in the hit series Prehistoric Park, appears in play sets produced by Building Blox Corp., is featured in a line of Robinsberger puzzles and LeapDog tablets, and more.

**This is the story of how the character's brand manager—in partnership with The NPD Group—built a healthy, winning property by leveraging both brand and license opportunities for maximum play value, and by using knowledge of the customer and the competition to fine-tune a marketing strategy.**

This can also be **your story**. Whether you manage a known property, or an emerging challenger, reliable data is key to successful growth. Using data from The NPD Group, you, too, can unlock the insights you need to build the next Aldo Dino.



As the Aldo Dino story illustrates, a property's health depends upon performance in both brand and license sales. Yet these sales are often "double-counted" when more than one brand or license appears on the packaging—which muddies the waters when analyzing opportunities. Using NPD's unique, three-level view, brand managers can accurately calculate sales totals in each category.

# STEP

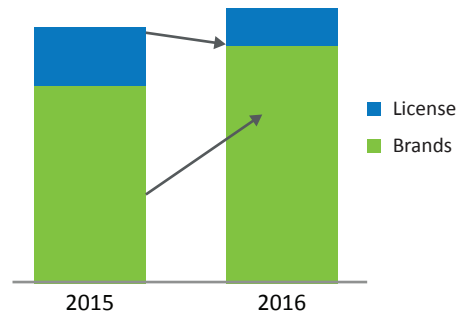
# 1

## LICENSE VS. BRAND: WHAT IS DRIVING YOUR PROPERTY

In 2016, Aldo Dino's brand manager noted performance growth over the previous year and wanted to capitalize on that trend moving forward. But **first, he needed to identify which specific factors contributed to the increase.**

By breaking out **sales generated by the brand** in consumer and point-of-sale data versus **sales generated by licensed items**, he was able to determine brand performance was driving his property's growth. Further, he noted that **sales of licensed items had actually decreased** (see chart below). **This represented an important opportunity for even greater growth.**

Value Sales of Aldo Dino



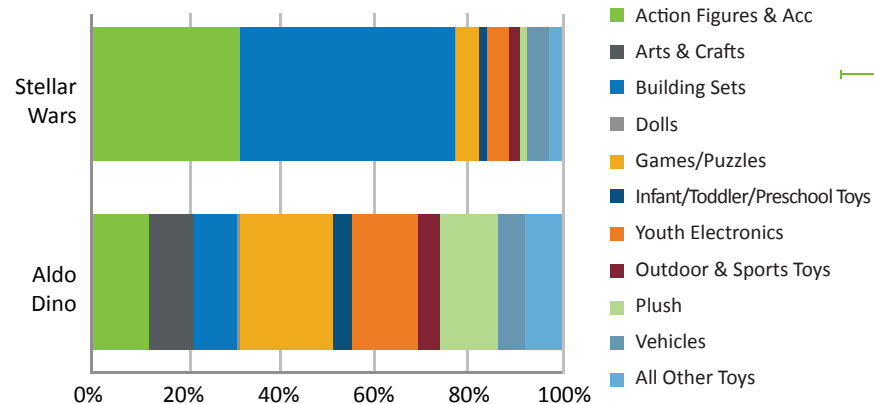
**Action item:** Armed with the above data for your own brand, first benchmark your performance in both categories with competing properties and the overall market. If sales of licensed items are down—despite a booming brand—you can approach your licensees to better understand this underperformance and devise strategies to reverse it.

# STEP 2

## EVALUATE THE RESILIENCE/STRENGTH OF YOUR PROPERTY

Aldo Dino's brand manager understood that in order to maintain performance, the brand had to be represented across various categories—not just a few. Why? Such **diversification exploits multiple purchase occasions, maximizes play value, and protects against unpredictable losses.**

In order to determine if his efforts were effective, the brand manager analyzed **property volume per category.** As you can see in the graphic below, **Aldo Dino is well represented across a variety of categories, and distribution is balanced.** In contrast, close to 30 percent of volume for Stellar Wars (a brand competing in the same space) depends upon two categories—which likely means the property is losing some opportunity for stability and growth.



**Action item:** In the Retail Tracking Service data, check your own property volume per category, and benchmark it against your competition. Can you devise strategies for launching additional categories?

# STEP

# 3

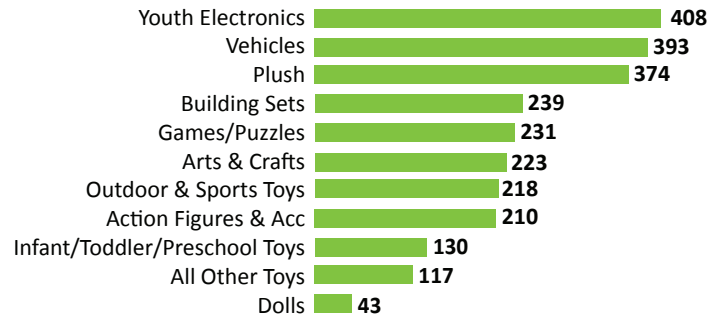
## MAXIMIZE OPPORTUNITIES IN EACH TOY CATEGORY

Despite broad category representation, Aldo Dino's brand manager was curious about whether **there were additional opportunities for growth within specific categories. Or did the property perform equally across the board?**

Using **store-level measures**, he determined that despite strong performance in several categories, Aldo Dino lagged significantly in the dolls category, among other categories (see chart below). Thanks to this insight, **he was able to further boost sales by focusing attention on the dolls range.**

In **store-level measures**, calculate your **value per item per store**: combine your **sales velocity** (price/average monthly store sales) and **range** (average monthly items per store).

### Value per item per store — Aldo Dino Property

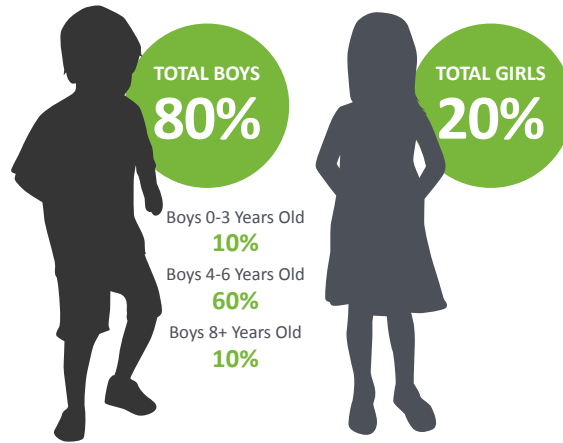


**Action item:** You can harness this same level of detail for your own properties and use it to revisit and improve marketing strategies for each category.

# STEP 4

## IDENTIFY YOUR REAL CONSUMERS

### Purchase for Aldo Dino



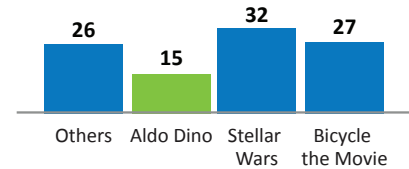
**Action item:** Just like Aldo Dino's brand manager, you can identify your property's true competition—and benchmark your own performance in play value, category coverage, and price positioning. In doing so, you can uncover additional opportunities for growth.

In order to best understand Aldo Dino's true competition, the property's brand manager needed to **first understand the consumer**.

Using the consumer panel, he determined boys in the four- to six-year-old range accounted for 60% of sales, and while only 20% of the purchases are made for girls, opportunities certainly exist there.

Using this information, the brand manager was able to **identify and evaluate other properties that are popular within this same demographic** (see below).

### Share among boys 4-6 years old



Aldo Dino competes with Stellar Wars and Bicycle, the Movie for attention.

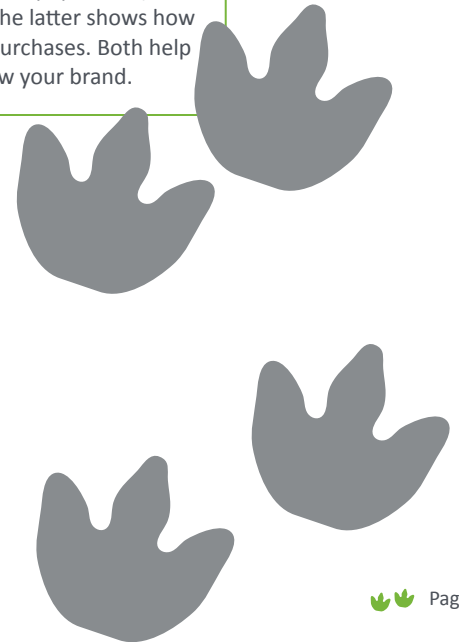
# STEP

# 5

## UNDERSTAND CONSUMER LOYALTY TO YOUR PROPERTY

Finally, Aldo Dino's brand manager sought to understand both the size of the purchaser population and how much they spent on toys within the property. This, he knew, would help sharpen his marketing plan. Did he need to recruit more consumers to drive growth, promote additional property sales among existing consumers, or both?

**Action item:** By using **behavior analytics data**, you can report on **penetration** and **loyalty**. The former indicates the number (as a percent of the population) of consumers who have purchased an item from your property. The latter shows how much they spend on Aldo Dino among all of their toy market purchases. Both help you prioritize your marketing resources to most effectively grow your brand.





## WANT TO LEARN MORE?

For help analyzing your own property and identifying opportunities to strengthen it, contact your NPD representative or email us at [contactnpd@npd.com](mailto:contactnpd@npd.com).

