Announcing the 2019 Evergreen Awards

Recognizing the best rated and reviewed
new launches of 2019.

4Sight harnesses user-generated data – reviews and social comments – to solve vexing business challenges. Through a marriage of proprietary machine algorithm and high touch brand strategists with decades of research and CPG experience, we partner with you to provide customizable solutions to any research concern, and we do it:

- Better – the richness of quals, with the reassurance that it's backed by **thousands** of raw, unfiltered, & unbiased consumer comments.

- Faster – a typical engagement takes 2 weeks instead of months

- With no travel – Everything we do can be done online, with no face-to-face or travel required.

# Announcing the 2019 Evergreen Awards

Recognizing the best rated and reviewed new launches of 2019.

Last year, 4Sight (then Mobile Agent Now) announced our first ever Evergreen Awards. The Awards are a celebration and acknowledgement of some of the best new product launches across 10 CPG categories. Many of last year's winners – like Pampers Pure, Tide Coral Blast Pods, and Eufy's robot vacuum – are still highly regarded. This year, the methodology behind selecting winners evolved slightly (more on that soon), but the broad concept hasn't changed.

Whereas much of social media has a tenuous feel to it - here today, gone tomorrow - product reviews last for years, helping inform purchases long after the review has been written. In other words, they're **evergreen**.

Reviews do more than telegraph to others what to purchase: brands can use this **raw, unfiltered feedback** to gain clear understanding and insight into what customers need and want. Reviews offer an unsolicited glimpse into the consumer mind. They allow brands to track new launch progress, monitor competition, assess product landscapes or understand how a package or formula change is affecting customer experience and sentiment.
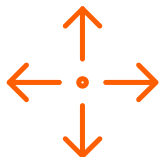
Unlike traditional surveys or focus groups, reviews offer incredibly robust data sizes. Some brands see upwards of 50,000 reviews on their products, which can translate into **millions of inarguable data points**.

Many brands acknowledge the importance of monitoring and even responding to reviews. They see an aggregate star rating on Amazon or Target, and feel a sense of where their consumer sentiment is. But for a brand to truly understand and glean insight from those reviews, it's important to know that the star rating alone can't tell the whole story. Some star ratings are aggregated over years, even a decade, through formula changes, category shifts and new competitive launches. It's first important to track the longitudinal star rating as it shifts over time, and then it's important to go even deeper.
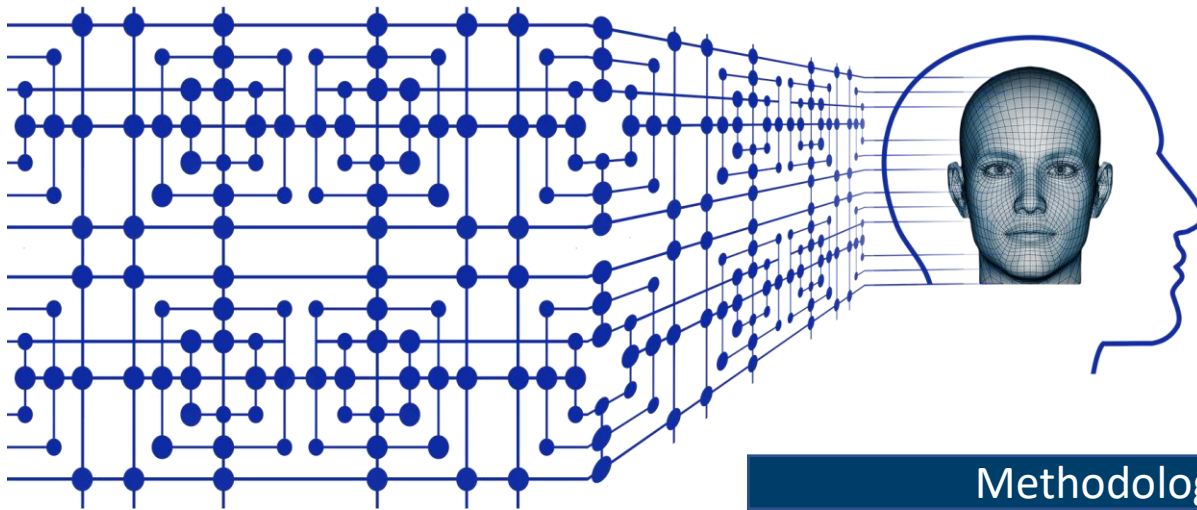
Methodology

Winners for the 2019 Evergreen Awards were determined by an objective set of criteria listed below – no incentives were provided by any company as a part of the process.

1 Categories

10 categories were selected to represent a cross-section of new launches and size of industry. The categories were all consumable brands by choice, given ratings and reviews are increasingly important to purchase.

Baby Care

Cosmetics

Food

Hair Care

Household Cleaning

OTC Medicine

Personal Care

Pet

Skin Care

Small Electronics

2 Scope

Over 200 new item launches were examined across the 10 categories. These new item launch lists were compiled by a combination of "best product launch" lists from various sources. While not exhaustive, the list captures the vast majority of major new item launches across these categories.

3 Time Period

Launches that occurred in the last quarter of 2018 or in the calendar year of 2019 were included in the selection process.

4 Selection Criteria

(1) Star rating: given the importance of star rating as the overall indicator of satisfaction with the brand experience, star rating was weighted at 60% of the total ranking.

(2) Number of reviews: the number of reviews is an indicator of reach and scope of a new launch so number of reviews (as of the first week of January 2020) was weighted at 40% of the total ranking. To consider a product viable, it needed a minimum of 75 reviews.

Putting Winners in Context

For each category, our first step was a look at the winner compared to the competitive new launches for the year. We compared the aggregate star rating of our winner to the average aggregate star rating of new category launches, as well as number of reviews for each winner to the average number of the rest of the new launches.
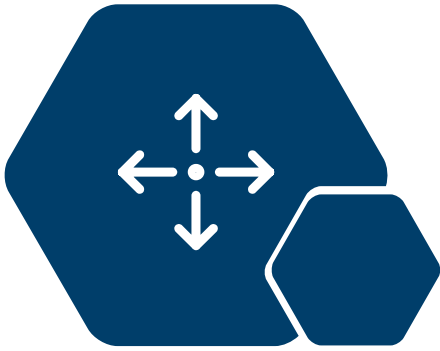
Our next step was to understand how our category winners fared against already-established brands. The title Evergreen for our annual awards doesn't simply apply to the evergreen nature of reviews in and of themselves; reviews are a means of determining if a product will remain evergreen beyond the first flush of new launch, if a product will stand the test of time.

By using organic search to find what brands rose to the top of search, we found the category leaders for each of our ten categories.

Then we applied some of our proprietary 4Sight analytics to each category.

First, we found the aggregate star rating for the year (Jan 1, 2019 through December 31, 2019) for each brand/product.

Next, we compared each products' longitudinal star rating. For brands launching late 2018 or early 2019, this was done via quarter. For mid-year launches, we did this monthly. One important note here: we only looked at reviews for 1 ASIN or SKU per brand/product, per category for this context.

	2014	2015	2016	2017	2018	2019
Line 1	4.5	4.3	4.26	3.84	3.66	3.66
Line 2	4.19	4.16	4.22	3.6	4.09	3...

Finally, we applied 4Sight's proprietary analytics to determine the top positive drivers. We compared each category winners' top drivers the "category leaders" as a whole.

Drivers are a core part of 4Sight's analytics. They begin to tell the story of what consumers – unprompted – need and want from the products they purchase using the rating to put the words behind the review in context. Drivers often reveal unexpected insights that traditional surveys and focus groups might not.

For each category, we show you both the aggregated and longitudinal star rating for our winner and the category leaders. We then select a top positive driver for our winner and the category leaders. Finally, to add context to the quantitative data of the drivers, we pull out key qualitatives to highlight the why behind the drivers.

What you see in the pages to follow is the list of winners by category and the context of how that new product/brand compares to category leaders.
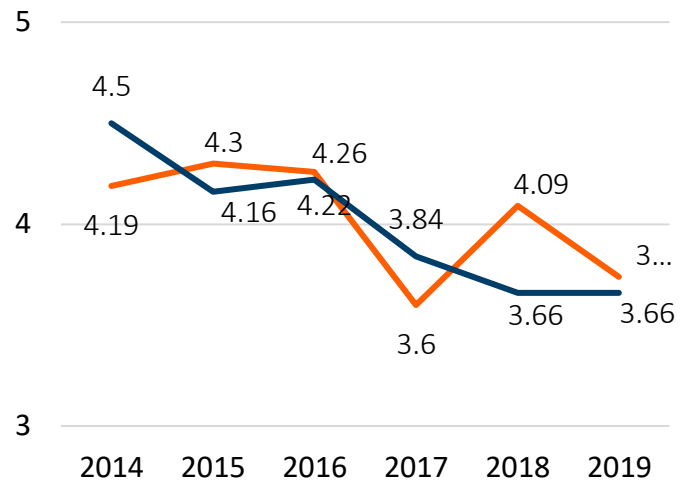
The Baby Category – from consumables like diapers & formula to hardlines like strollers and car seats - always sees new products to help parents care for their little ones. Their standard is high: Consumers are after all looking for products they feel comfortable putting in and one their new bundles of joy. As a part of our analytics, we looked at over 30 new launches from 2019. These new initiatives had star ratings ranging from 3.5 – 4.6.

EVERGREEN AWARD
BEST RATED AND REVIEWED NEW PRODUCTS
4 SIGHT
2019
WINNER

Star Rating: 4.7
**Review #: >3,000**

The Result

Launching mid-2019, Huggies Special Delivery was the clear winner, with an aggregate star rating of 4.7 across multiple sites and over 3,000 reviews. For one ASIN on Amazon alone, Huggies Special Delivery had > 700 reviews, far and away the most favorably reviewed new product launch in 2019. For comparison, the average star rating of all our new launch contenders was 4.36 and the average number of reviews on Amazon was under 30.

2019 Star Rating
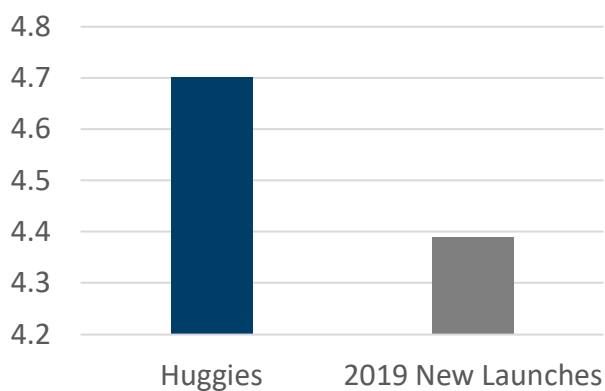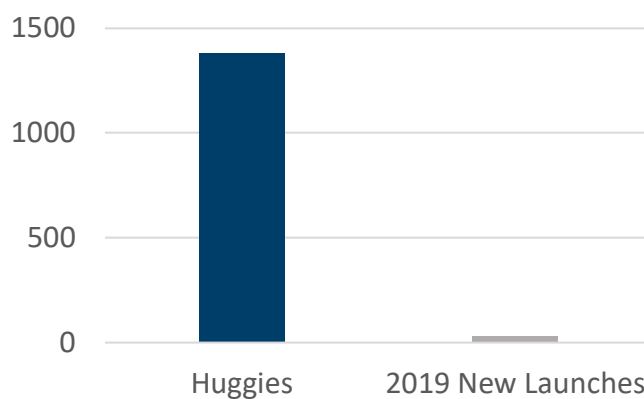
Review Number

Notable Competition

The Competitive set including brands such as Amara Organic Foods, Gerber Freshful Start, Lovevery Play Gym and Skip Hop's convertible backpack. Obviously the Baby Category definition in this case is broad – broader than consumer packaged goods (CPG), but given the few number of launches among CPG brands it is appropriate.
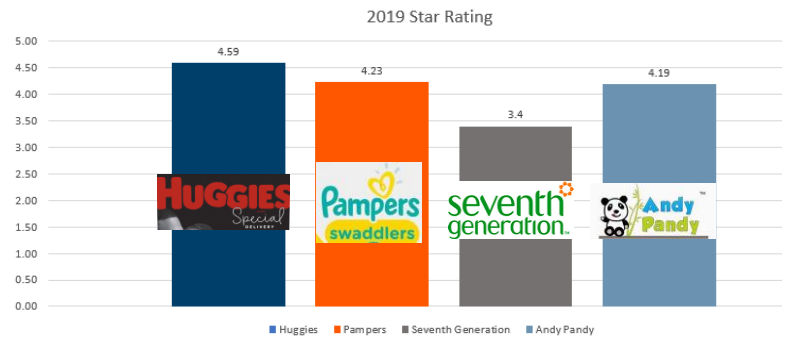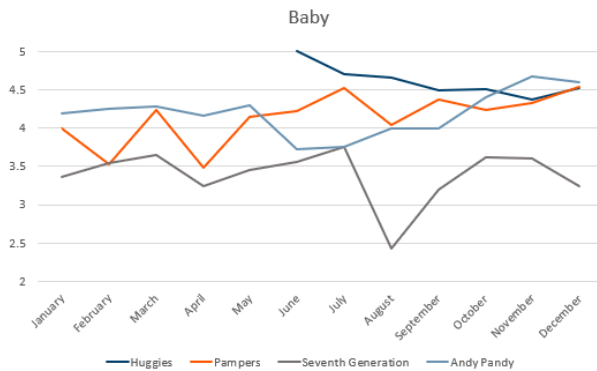
Topline Key Insights vs. Category Leaders

To deeper understand the reasons for the high star rating and how Huggies Special Delivery fared against tried and true favorites. We pulled reviews from 3 leading competitors, the first three generated in organic search on Amazon: Pampers Swaddlers, Seventh Generation, and Andy Pandy. Below, you can see that Huggies is on par or better for the aggregate 2019 star rating and their month by month rating, as well.

Baby — month by month line chart (Huggies, Pampers, Seventh Generation, Andy Pandy)

2019 Star Rating: Huggies 4.59, Pampers 4.23, Seventh Generation 3.4, Andy Pandy 4.19

Finally, we dove even deeper into the category, and extracted the top drivers for Huggies versus these other category leaders. A top driver for Huggies was Absorbent, while Soft was a top driver for other competitors in the data set. Even with an already high star rating, when absorbent was included in a review, it had a positive impact on star rating. Below are a few consumer verbatims that reinforce how happy customers are with the absorbency on Huggies Special Delivery.

Metric	Huggies	Other Competition
Driver – top 10	Absorbent	Soft
Driver Rating	2.9%	3.6%
Prevalence of Term	12.3%	10.6%
Star rating with Driver Term	4.83	4.43
Driver term impact on Star Rating	0.24	0.34

Nae Nae

★★★★★ **Best diapers we have used**
Reviewed in the United States on September 10, 2019
Size: 1 | Style: One Month Supply Pack | Verified Purchase

My husband and I were gifted several brands of disposable diapers for our 1st child. None provided the absorbency, quality, or leak protection like Huggies. I refused to take my child on day trips unless she was wearing Huggies so we wouldn't have to deal this blowouts. While surfing Amazon I can acrossed these Huggies. Love the packaging and the softness of these diapers. Cute designs but better quality than even the great quality of regular Huggies. I urge you to at least try them. I started with them just being special occasion diapers (trips, when our baby was wearing nice ckiths, company was over, ect), but now they are day to day diapers. We love them!

★★★★★ **Absolutely recommend**
Reviewed in the United States on November 7, 2019
Size: 3 | Style: One Month Supply Pack | Verified Purchase

Best diapers Ive ever purchased by far!! these were by far the best diapers I've ever purchased! Soft and super absorbent the fit is absolutely perfect as well! Definitely recommend!

ber 15, 2019

Softest diaper ever!!! There was nothing I disliked about these. They were absorbent, super soft (softer than Little Snugglers), and held up to my wiggly baby. I've bought more!!

Helpful · ⌄ Comment · Report abuse

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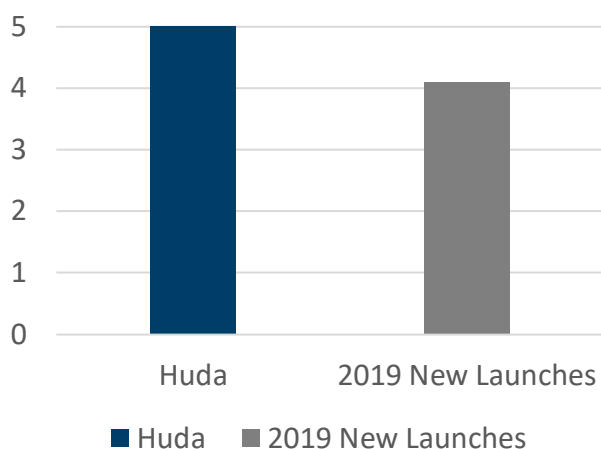4 SIGHT
2019
WINNER

Cosmetics is a fast growing category, with an expected CAGR of 7.2% over the next five years. Whether it's mass distribution or premium, consumers are passionate about their cosmetics. For our 2019 report, we looked at over 50 new launches, with star ratings anywhere from 3.3 to 5.0. The competitive set included a wide range of cosmetics, from lipstick, primer, mascara to – our winner – eye shadow.
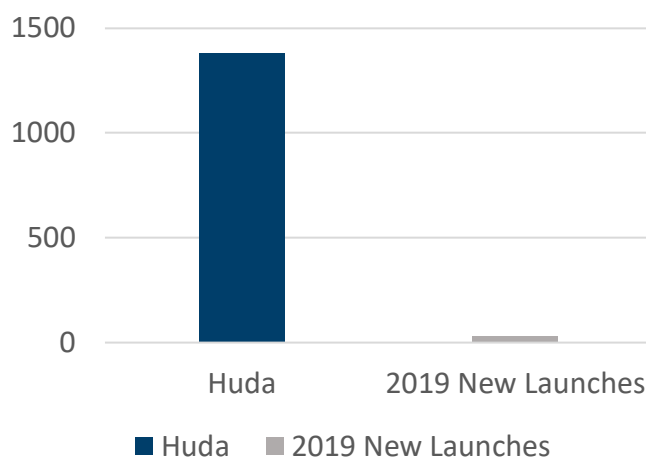
Star Rating: 4.5
Review #: 1752

The Result

Launched at the very tail end of 2018, our winner for Cosmetics was the New Nude eye shadow palette from Huda Beauty. While Cosmetics as a category tends to have a higher review number than most of our categories, Huda Beauty's volume of reviews, at over 1700 reviews from verified customers, was well above average. The palette's very high star rating of 5 was also impressive for a category full of discerning consumers. For comparison, the average star rating of all our new launch contenders was 4.1 and the average number of reviews on was 340.

2019 Star Rating

	Huda	2019 New Launches
Value	5	4.1

Legend: ■ Huda ■ 2019 New Launches

Review Number

	Huda	2019 New Launches
Value	~1375	~30

Legend: ■ Huda ■ 2019 New Launches

Notable Competition

The Competitive set including brands such as Revlon So Fierce Vinyl Eyeliner, Milk Makeup Hydro Grip Primer, Neutrogena Hydro Boost Plumping Mascara, It Cosmetics Pillow Lips Lipstick. We looked at over 50 new launches for Cosmetics.

Topline Key Insights vs. Category Leaders

To deeper understand some of the reasons for the high star rating and how Huda Beauty's New Nude Palette fared against tried and true favorites, we pulled reviews from 3 leading nude eyeshadow palettes found on Sephora's website: Natasha Denona, Urban Decay's Naked 2 Palette, and Tarte Clay Palette. Huda Beauty's New Nude has a higher star rating than the category leaders of this particular competitive set. What's more, they started strong at 5.0, and have yet to dip down from their impressive rating.

Cosmetics: Eye Shadow

2019 Star Rating
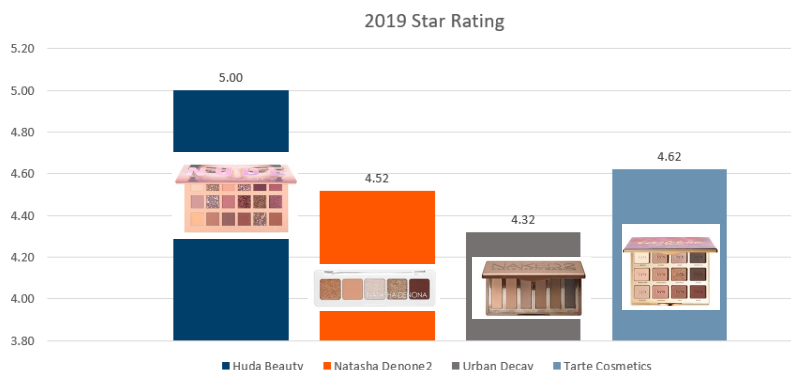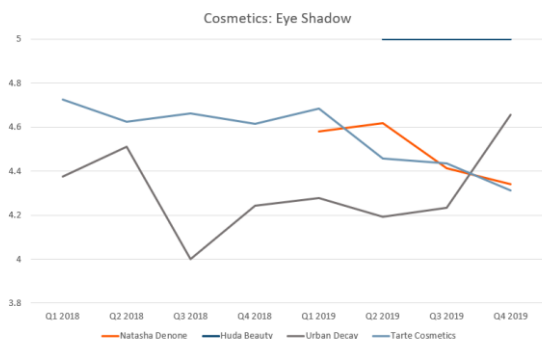
Lastly, we applied our proprietary analysis to the 2019 reviews, and determined the top drivers for each in this limited data set. One of the category leaders' top positive drivers was *Neutral*, with a driver rating of 1.28%. One of the top positive drivers for Huda Beauty was *Blend*, with a driver rating of 6.8%. The qualitatives from verified costumers highlight how blend-able the Hude Beauty palette's shadows are.

Metric	Huda Beauty	Other Competition
Driver – top 10	Blend	Neutral
Driver Rating	6.8%	1.28%
Prevalence of Term	6.7%	2.9%
Star rating with Driver Term	5.0	4.88
Driver term impact on Star Rating	0.0	0.43

★★★★★   14 Jan 2019

New Obession!

Obsessed with this palette! I have not used another pallet since I got this one! Creamy blendable colors

★★★★★   9 Jan 2019

Love it! It's super pigmented and Brown girl/guy friendly. The matte shades are easy to blend and there's so many pretty looks you can create.

★★★★★   13 Jan 2019

Some of the prettiest eye shadows I've ever owned! I'm a makeup junkie and obsessed with eye shadows. These are all highly pigmented and blend beautifully. You can get so many different looks with these. Everything from dramatic to everyday! There's not a bad color in the whole pallet!!

✔ Recommends this product

4SIGHT

As consumers continue to embrace omnichannel retail in nearly all categories, eCommerce in the food category is growing >40%, and subsequently a growth of reviews. Though reviews for new products are lower for food compared with other established ecommerce CPG categories, the potential is enormous. As a part of our analytics, we looked at over 25 new launches from 2019, with star ratings ranging from 3.9 – 5.0.

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4 SIGHT
2019
WINNER

Star Rating: 4.9
Review #: 211

The Result

For 2019, our winner was Kit Kat Duos with their Mint and Dark Chocolate candy bar. Kit Kat had a star rating of 4.9 on Amazon with verified buyers. Impressively, the candy bars had just over 200 reviews in only two months time, for November and December 2019. For comparison, the average star rating of all our new launch contenders was 4.5 and the average number of reviews on Amazon was 11.

2019 Star Rating
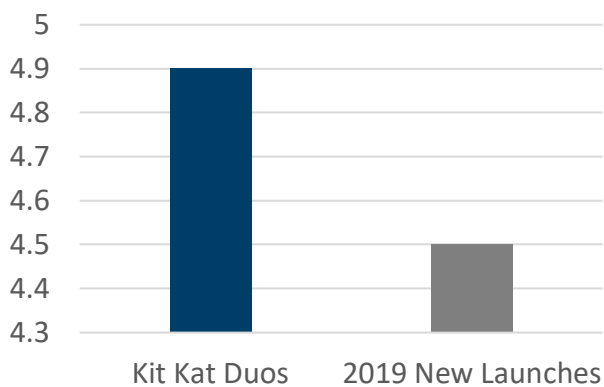
	Kit Kat Duos	2019 New Launches
Value	4.9	4.5

Review Number
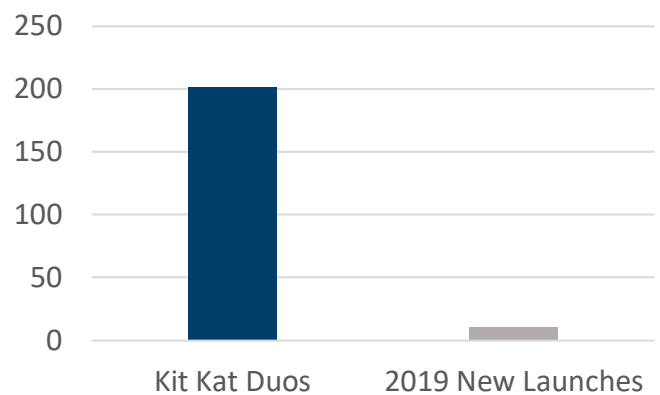
	Kit Kat Duos	2019 New Launches
Value	~200	~11

Notable Competition

The competitive set in the food category including brands such as Happy Inside Cereal, Pop Tarts Crisps, Snack Pack Dragon Treasure and Evol Grain and Protein Bowels. We looked at over 25 new launches for the year.

Topline Key Insights vs. Category Leaders

To gain a fuller understanding as to why Kit Kat Duos in Mint and Dark Chocolate had a high star rating, we pulled reviews from 3 leading competitors, all leaders in the category: Twix, Snickers, and Crunch Bars. Below, you can see that Kit Kat Duos have a higher star rating than the category leaders. Because these Kit Kats are so new, it would be helpful to continue to monitor the reviews to ensure the trend continues.

Food: Candy Bars

2019 Star Rating
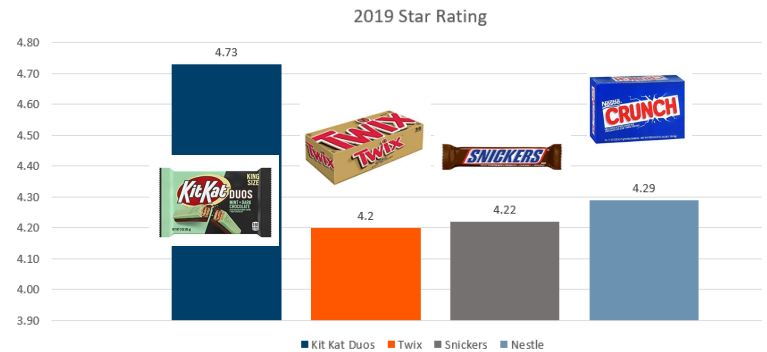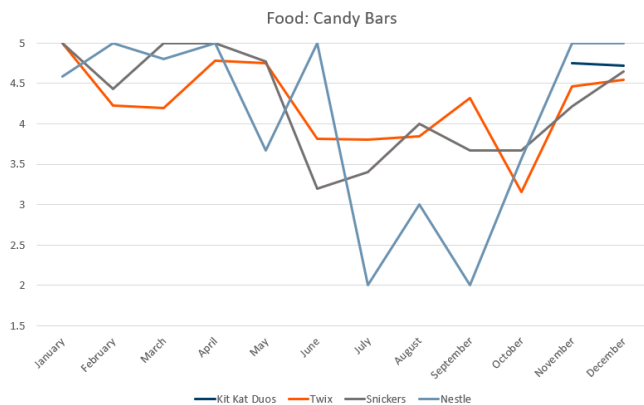
Lastly, we dove even deeper into the category, and extracted the top drivers for Kit Kat Duos Mint and Dark Chocolate versus category leaders in aggregate. For the competition, a top positive driver was Fresh. For Kit Kat, a top positive driver, with 20.8% mentions was Sweet – not surprising for a chocolate, but higher than other competition. To put some context behind that driver, we pulled qualitiatives (below) that highlight customers appreciate that the candy bar is sweet but not "overly so".

Metric	Kit Kat	Other Competition
Driver – top 10	Sweet	Fresh
Driver Rating	2.47%	5.81%
Prevalence of Term	20.8%	8.8%
Star rating with Driver Term	4.83	4.85
Driver term impact on Star Rating	0.12	0.66

★★★★★ Its so good
Reviewed in the United States on November 4, 2019
Style: Kit Kat Duos Dark Mint (1.5 oz) 24 pk | Vine Customer Review of Free Product (What's this?)

This candy reminds me of a mint from my youth, that seems to be somewhat hard to find today. Th is so good, sweet but not overly so. The mint has the perfect flavor, I don't like what I refer to as "to and gum, but this does not make me think of toothpaste in the least. Just a very light, very pleasan and mint combo. So yummy.

★★★★★ Liked the taste of the KitKat
Reviewed in the United States on November 8, 2019
Style: Kit Kat Duos Dark Mint (1.5 oz) 24 pk | Vine Customer Review of Free Product (What's this?)

Usually I am not a fan of mint candy but combined together with KitKat famous waffle and dark chocolate base both mint and dark chocolate seamlessly blend into a sweet taste that is neither overly sugary nor too bitter. It's a perfect balance for lovers of both tastes - lightly sweet with a hint of mint. My kids liked it as well. Plus green color makes it festive. I recommend it.

★★★★★ much better than normal KitKats
Reviewed in the United States on November 6, 2019
Style: Kit Kat Duos Dark Mint (1.5 oz) 24 pk | Vine Customer Review of Free Product (What's this?)

I'm not generally a fan of brand extensions, but these are a solid improvement on your basic KitKat. Less sweet, to my taste, and more pleasant.

4SIGHT

The Hair Care category is highly fragmented and competitive, filled with multiple new product launches each year. For 2019, we looked at over 20 new launches to find what customers found was that best new product as determined by star rating and number of reviews.
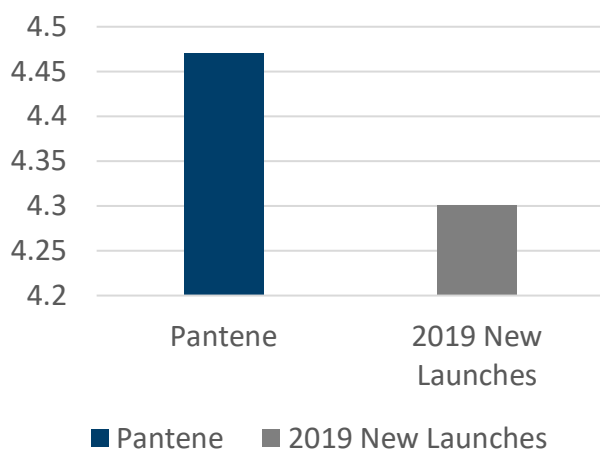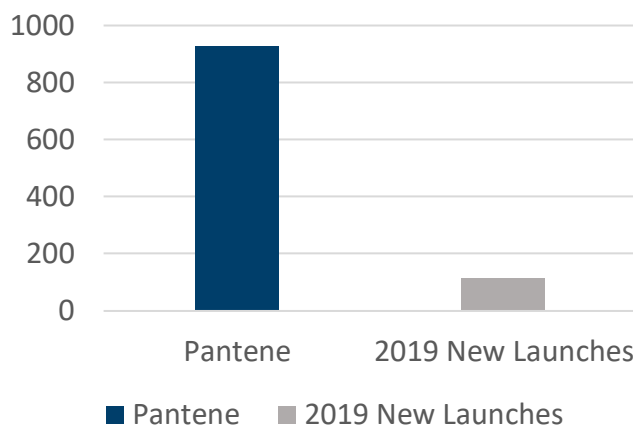
Star Rating: 4.5
Review #: 927

The Result

Pantene's Intense Rescue Shots was the clear winner. They had a consistently higher star rating (4.47 vs an average of 4.32 for new 2019 launches), coupled with a substantial number of reviews (over 900 just on Amazon for the year vs an average of 114 for new 2019 launches).

2019 Star Rating

Review Number

Notable Competition

The Competitive set including brands such as Living Proof, Bumble and Bumble, and Briogeo, as well as L'Oreal Paris, and Prose Custom Hair. We looked at 26 new launches for 2019, across Amazon, Sephora, and Ulta.

4SIGHT

Topline Key Insights vs. Category Leaders

To give a glimpse at the "why," we pulled the 2019 reviews for Pantene's Rescue Shots and benchmarked them against Amazon's best sellers for deep conditioning*. Below you'll see the Pantene's star rating is just about on par with or even over the category leaders. For an even clearer picture, we dove a little deeper to look quarter by quarter. Notice that Pantene began to see in an increase in the final quarter – a good sign, and certainly reason to monitor their reviews.

Hair Care: Deep Conditioning

2019 Star Rating
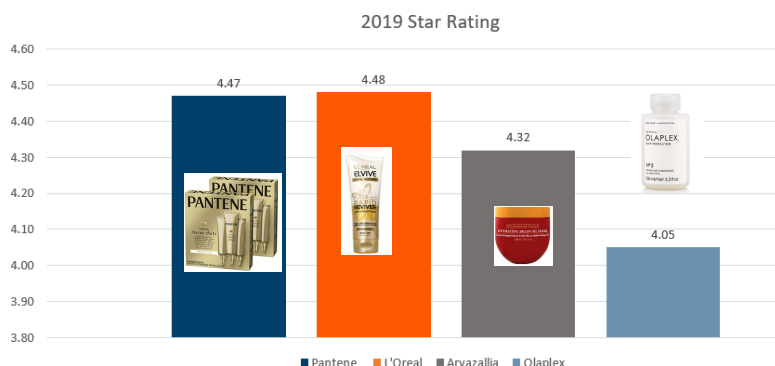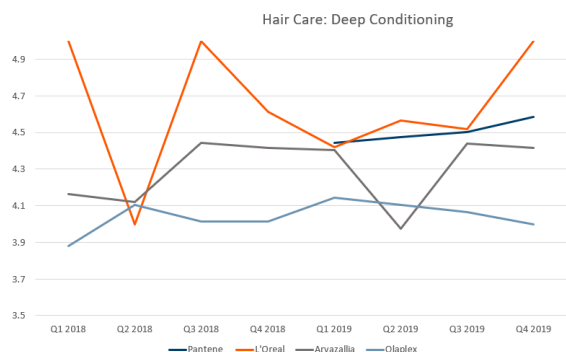
Finally, we extracted the top drivers for Pantene's Rescue shots versus category leaders. A top driver for Pantene was Silky, while Smooth was a top driver for other competitors in the data set. While the Prevalence (% total mentions of that benefit in all review text) was not as high as Smooth in competition, the impact on star rating was stronger (+0.28 pts vs +0.16 pts for competition) giving insight into how this benefit is driving some of their success.

Metric	Pantene	Other Competition
Driver – top 10	Silky	Smooth
Driver Rating	2.3%	2.3%
Prevalence of Term	8.4%	14.5%
Star rating with Driver Term	4.75	4.60
Driver term impact on Star Rating	0.28	0.16

*Reviews were collected from Amazon – one ASIN per brand as a sample of drivers (data set of > 4,000). Typical engagements involve thousands of reviews to ensure a robust and diverse data set.

4SIGHT

The cleaning category is wide ranging, with products from laundry to mopping, as well as new "green" launches. As a part of our analytics, we looked at over 20 new launches from 2019, with average star ratings ranging from 3.7 to 4.7. Though these reviews are from 2019, it's worth noting how essential cleaning supplies and disinfectants have become in 2020.

**Star Rating: 4.7**
Review #: 32,000

Launching in April 2019, Clorox Ultra Clean, Lemon Twist was the clear winner of these >20 new initiatives, with an aggregate star rating of 4.7–while the competitive 2019 new launches in the category had an average star rating of 4.57. Clorox was also heavily reviewed, with over 30,000 reviews compared to an average of 4,570 reviews for the other new launches.

2019 Star Rating
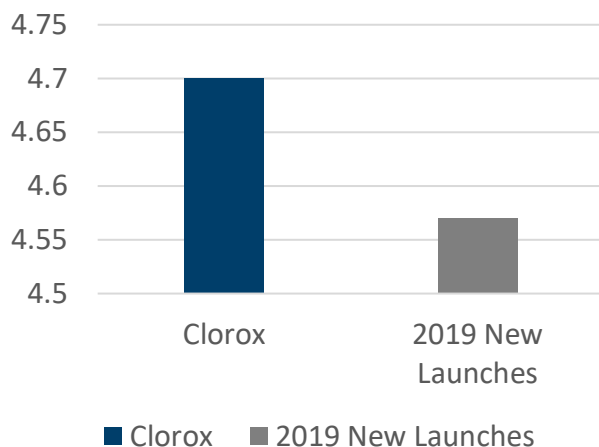
Review Number
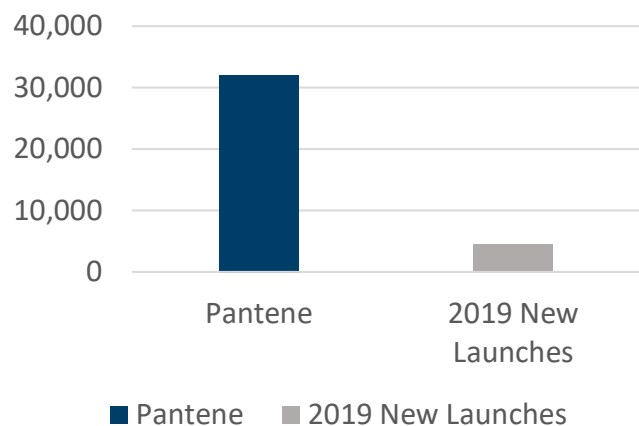
Notable Competition

The Competitive set including brands such as Tide Studio Delicate, Mr. Clean Deep Cleaning Mist, Method All Purpose Cleaning Wipes in Grapefruit, and even another Clorox launch, the Scentiva Wet Mopping Cloths. We looked at 22 new launches for 2019, across Walmart, Amazon, and Influenster.

Topline Key Insights vs. Category Leaders

To give a glimpse at the what is behind the high star rating for Clorox and if that rating matches current category leaders, we pulled the 2019 reviews for Clorox Ultra Clean Wipes* and benchmarked them against Walmart's best sellers for disinfectant wipes: Lysol, Great Value, and Seventh Generation. Below you'll see the Clorox's star rating is just about on par with or higher than the category leaders. For an even clearer picture, we dove a little deeper to look month by month. Clorox new wipes are on par with Lysol and Great Value.

Cleaning: Disinfectant Wipes

2019 Star Rating
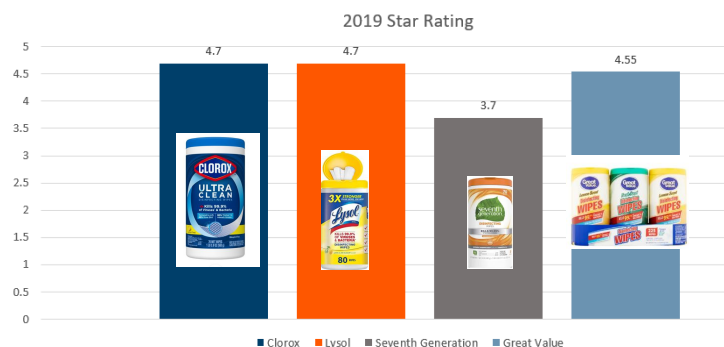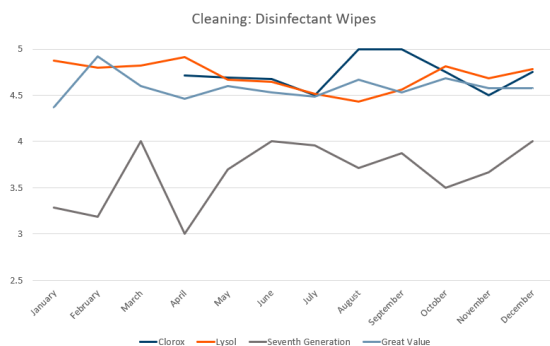
Finally, we extracted the top drivers for Clorox Ultra Clean versus category leaders. A top driver for Clorox was Clean, while Value was a top driver for other competitors in the data set. The prevalence of the term Clean was at over 100% for Clorox, certainly in part because of the name itself but the qualitatives show that the word clean is also an important positive driver in terms of efficacy. To note, Prevalence is the number of total mentions in reviews – it can be >100% if it occurs multiple times in one review e.g. 'I loved the clean. It was sparkling clean' equates to two mentions in one review.

Metric	Clorox	Other Competition
Driver – top 10	Clean	Value
Driver Rating	0.55%	2.21%
Prevalence of Term	100.6%	7.0%
Star rating with Driver Term	4.71	4.84

★★★★★ Clorox Clean

Need some of this in my life! Great product and I saw it on Nitraa B's You Tube channel. [This review was collected as part of a promotion.]

LaMaestra Sanford, August 9, 2019

★★★★★ Easy to disinfect and keep clean

These wipes are great to use! I can clean up and throw away and not worry about spreading bacteria from cookin. [This review was collected as part of a promotion.]

★★★★★

e 8, 2019

Always my go to cleaning product for all surfaces of the kitchen and bathroom, fresh scent and feels so clean after use

Reviews were collected from Walmart – one SKU per brand. Data set of > 30,000.

4SIGHT

Though OTC Medicine had one of the smallest numbers of new launches for 2019, it is still a heavily reviewed. We looked at 8 new launches for the year, some with over 1000 reviews, and with star ratings from. To win in this category, particularly when many OTCs transition to private label, is difficult. For this category, we included products aimed at protecting your physical body, be they topical or ingestible.

Star Rating: 4.5
Review #: 2900

The 2019 winner was Theraflu Power Pods, Nighttime. They had over 2900 reviews for the year across sites, compared to an average of 145 for the remaining 2019 new launches. Their star rating was 4.5, while the average rating for the other new launches was at 4.3.

2019 Star Rating

	Theraflu	2019 New Launches
Rating	4.5	4.3

Review Number

	Theraflu	2019 New Launches
Reviews	~2900	~400
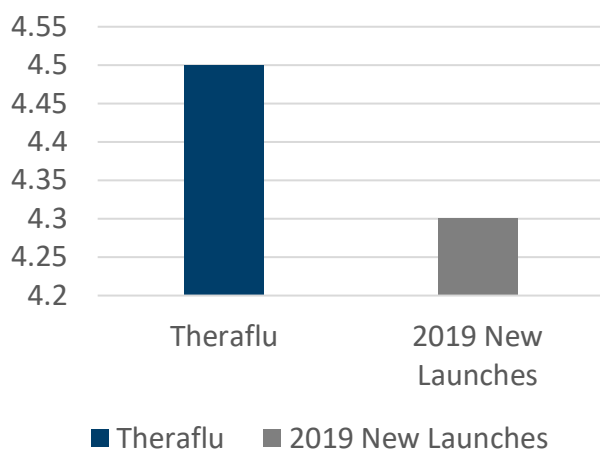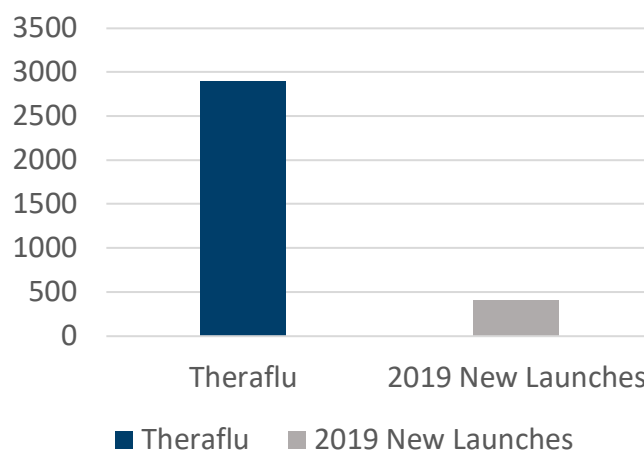
Notable Competition

The Competitive set including brands such as Alegra 24 hour Relief and Gold Bond Ultimate Strength & Resilience, as well as Ritual Vitamins and SuperGoop SPF Sun Powder. We looked at 8 new launches for 2019.

Topline Key Insights vs. Category Leaders

To give a glimpse at the what is behind the high star rating for Theraflu pods and if that rating matches current category leaders, we pulled the 2019 reviews for Theraflu and benchmarked them against Amazon's best sellers for nightime cold and flu relief. Below you'll see the Theraflu's star rating is just about on par with most of the category leaders. For an even clearer picture, we dove a little deeper to look quarter by quarter.
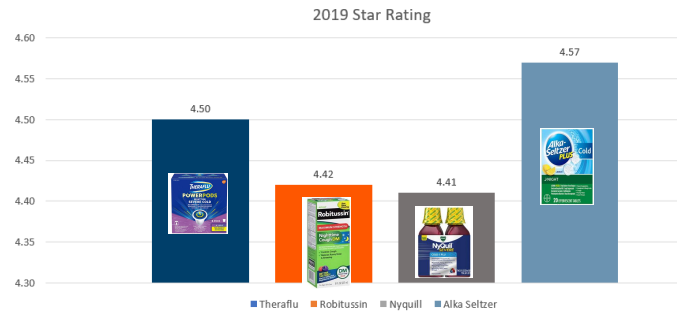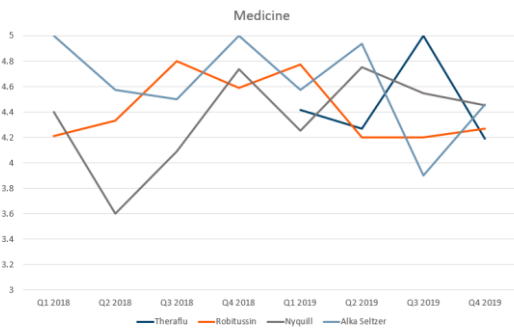
To understand further what is driving the high star rating, we analyzed the reviews to find the top positive drivers Not surprisingly, efficacy – or "works" - was a common top driver from Theraflu and the category leaders: Robutussin, Alka-Seltzer Plus, and NyQuill. For both, the driver has a high prevalence or number of mentions (~17%) but it's a higher positive driver for Theraflu, because the comments mentioning the pods' efficacy have a higher average star rating (4.75). In a typical engagement, 4Sight would do more detailed statistical analytics to understand if this efficacy term of "works" and ratings are truly statistically different or just directional, and look at other top drivers holistically.

Metric	Medicine	Other Competition
Driver – top 10	Works	Works
Driver Rating	6.09%	3.59%
Prevalence of Term	16.7%	17.8%
Star rating with Driver Term	4.75	4.68
Driver term impact on Star Rating	0.37	0.20

★★★★★ **Works great**
Reviewed in the United States on January 21, 2019
Style: Nighttime | Verified Purchase
My daughter laughed at me when I got this product. She thought it was me having a Amazon buying moment. She had to use them the other day, and thanked me for them. She said she was sleep before she could finish the cup. She woke up refreshed.
4 people found this helpful

Helpful | Comment | Rep

KP

★★★★★ **Works great**
Reviewed in the United States on December 29, 2019
Style: Nighttime | Verified Purchase
Works great

Helpful | Comment | Report abuse

Kara will

★★★★★ **Good night sleep**
Reviewed in the United States on March 13, 2019
Style: Nighttime | Verified Purchase
It worked great for me, i got the night time. I needed that sleep

Helpful | Comment | Report abuse

Star Rating: 4.5
Review #: 1350

Personal Care is a broad category. This year's 2019 set of contenders included toothpaste, shaving cream, and deodorants, as well as our winner. We looked at over 25 new launches, everything from toilet paper to toothpaste, as well as deodorant and bar soap – again, very broad. Star ratings went as low as 2.8 and as high as 4.5.

The Result

The winner for the year was Grove Collaborative's Cedar and Sage Bar Soup. Grove Collaborative is a specialty website offering eco-friendly personal care and cleaning products, including their own brand label. This bar soap has over 1300 reviews, compared to an average of 350 for their competition, and a star rating of 4.5. The other 2019 new launches had an average star rating of 4.02.

2019 Star Rating
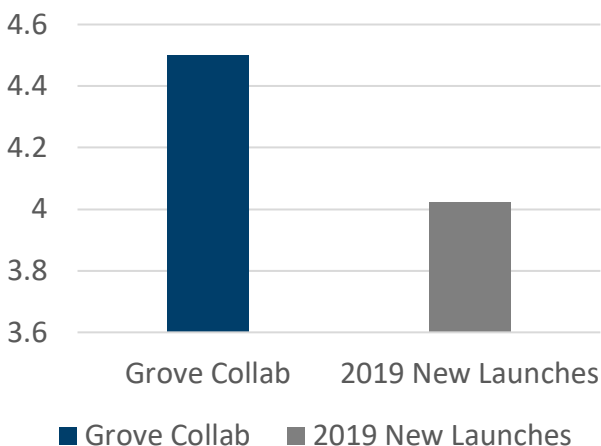
Review Number
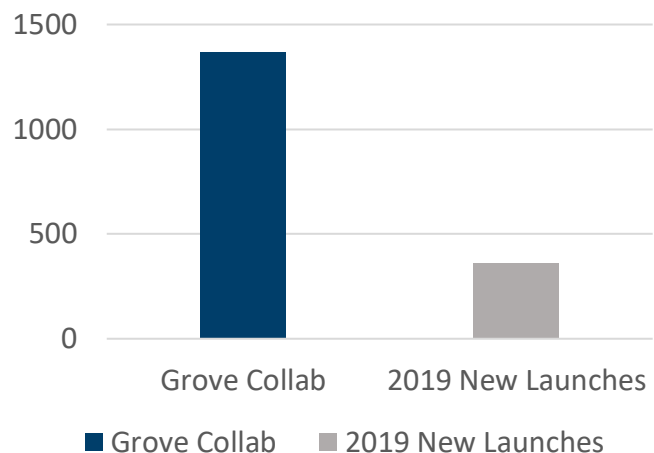
Notable Competition

For this broad category, we looked at over 25 new launches. The Competitive set including brands such as Colgate LED Whitening Device, Quip Refillable Floss, Poise Ultra Thin Active Collection and Method Men Exfoliating Bar Soup

4SIGHT

Topline Key Insights vs. Category Leaders

To deeper understand the reasons for the high star rating and how Grove Collaborative's bar soap compares to current leaders, we pulled reviews for the first bar soaps that Amazon's organic search generated. Grove Collaborative's soap's star rating – aggregated over the year as well as the longitudinal by quarter for the year – is lower than the leaders.

Personal Care: Bar Soap

2019 Star Rating
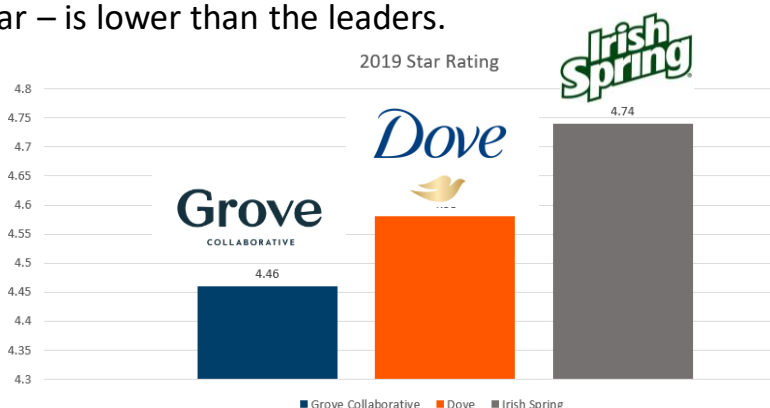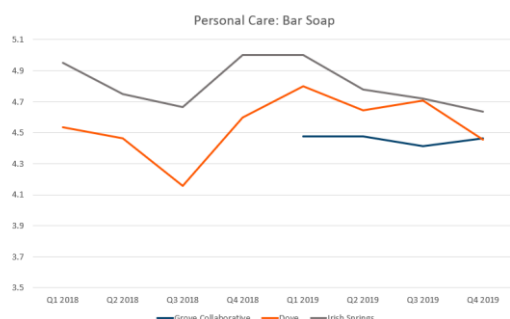
Finally, we dove even deeper into the category, and extracted the top drivers for Grove Collaborative v. Dove and Irish Spring. A top driver for Grove Collaborative was *smells*, while *skin* was a top driver for other competitors in the data set. Reviews with the word Smell in them for Grove Collaborative are rated + 0.39 higher than for reviews without that word Smell, with a high prevalence of 28%. For the competitive set, *soft's* impact on star rating is lower (+0.05), and the prevalence, though is still significant, is at 12%.

Metric	Grove Collaborative	Other Competition
Driver – top 10	Smells	Skin
Driver Rating	4.3%	1.05%
Prevalence of Term	28.0%	12.0%
Star rating with Driver Term	4.62	4.7
Driver term impact on Star Rating	0.39	0.05

★★★★★ **Love**
Dec 4, 2019
Cassandra S.
Smells good and makes you feel clean. I ha

★★★★★ **Best. Scent. Ever.**
Nov 15, 2019
Irmelin D.
I got one of these in my first Grove shipment. When I opened the box, I literally sighed because it smelled so good. I kept digging through my order, trying to figure out what it could be. Turned out it was this tiny bar of soap sitting at the bottom of the box. SO GOOD. Thankfully, once you unbox it and put it in your shower, the ambient smell does die down a bit, so it's not totally overwhelming. It lathers well and my nose is happy every time I shower.

★★★★★ **Smell and feels**
Dec 29, 2019
Toni H.
Love this soap. Smells good and is so soft.

The pet food remains a fast growing category. Pet owners are passionate and engaged when it comes to what they feed their furry loved ones. As part of our analytics, we studied over 12 new pets foods that were launched in 2019, with star ratings from 2.4 to 4.3.
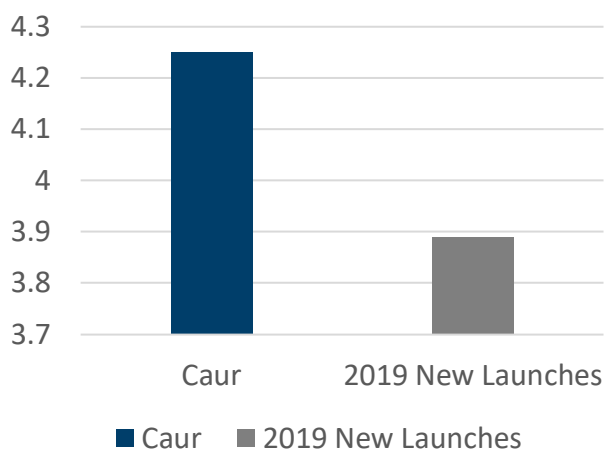
Star Rating: 4.25
Review #: 326

The Result

Caru Classic "Stews" is the 2019 Evergreen Award Winner in the Pet Food Category. Caru Classic "Stews" has a higher star rating than the competition (4.25 vs an average of 3.98 for new 2019 launches), coupled with a higher number of reviews (over 300 just on Chewy.com for the year vs an average of 60 for new 2019 launches).

2019 Star Rating

Review Number
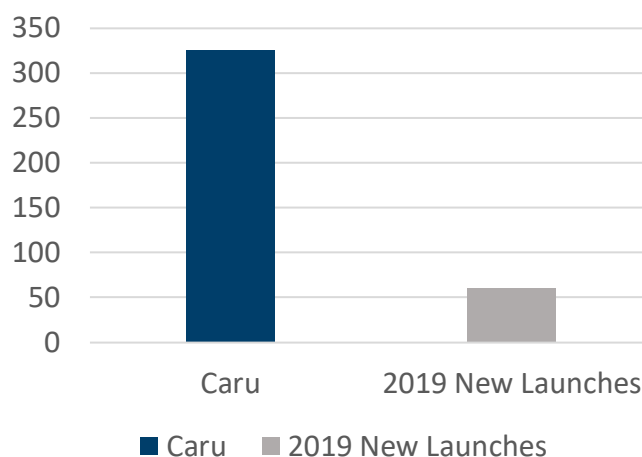
Notable Competition

The competitive set including brands such as Nulo, Origin, and Wellness. We looked at 12 new launches across pet food for 2019 for brands sold in mass channels (e.g. Walmart) as well as more Pet Specialty (e.g. Chewy, PetSmart, and PetCo).

Topline Key Insights vs. Category Leaders

While new products may be the best of their bunch, the success of a new initiative does not mean that it's the top of the pack vs existing category leaders. To give a glimpse how Caru Classic "stews" stack up against some category leaders, we benchmarked it against Chewy.com's top organic search for wet cat food. The topline conclusion: Caru's star rating is a bit lower than the category leaders. And a quarter by quarter view shows that has been consistent.

Pet: Cat Food
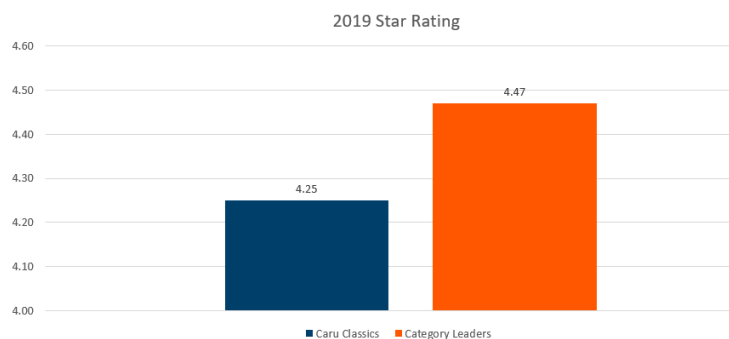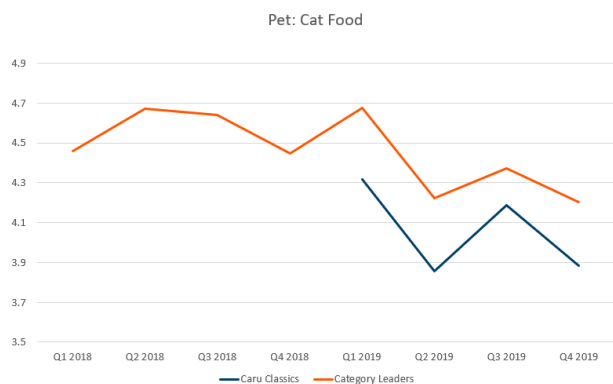
2019 Star Rating

But star rating does not always tell the full story, which is why we ran a quick top drivers analysis on Caru Classic Stews versus category leaders. The result? One of the top drivers for Caru was "Picky" (as in the cat being a picky eater), while "Portion" was a top driver for other competitors in the data set. Picky is a top driver not only because the Prevalence is so high (23.4% of reviews mention it), but also because of the impact on star rating (+0.17 pts). The qualitatives below reinforce that it's a hit with picky eaters. With other category leaders, while Prevalence for "Portion" is lower (8.8% of reviews mention it), the impact on star rating is higher (+0.40). Now that does not explain why 'other competition' has a higher overall rating, but it does give a glimpse of insights that can be actionable e.g. a potential claim by Caru Classics could be "*Irresistible taste even for the picky eaters*".

Metric	Caru Classics	Other Competition
Driver – top 10	Picky	Portion
Driver Rating	7.7%	2.3%
Prevalence of Term	23.4%	8.8%
Star rating with Driver Term	4.41	4.59
Driver term impact on Star Rating	0.17	0.40

★★★★★ **Cat loves it**
By Sharon on Jul 4, 2019
My 21 year old has gotten more picky as she gets older. Because I mix in her meds with food I needed to find something she would finish. She's goes for the gravy and that is what this is with the meat ground into it. Works like a charm.

6 👍   Report ⚑

★★★★★ **so pricey, but...**
By mungo181 on Sep 2, 2019
Wow, all four cats loved this, even my picky 15 yr old. Between one picky older cat, and one cat allergic to chicken, it's hard to find cat food they can all eat.

1 👍   Report ⚑

★★★★★ **My extremely picky eaters love this.**
By Trinity on Dec 13, 2019
I was cursed with two beautiful cats that are the pickiest eaters ever. As kittens they are just one brand of kitten food, then rejected it as they got older. After much frustration I found a brand that they ate, with relish, 5 flavors ... and as luck would have it that company discontinued those choices. These cats are now 8 years old and for the better part of their lives would only eat dry food. When I tried this CARU flavor I found another hit, they love it. I can't recommend this food, nor the company, enough. If you have a picky eater this one is worth a try.

3 👍   Report ⚑

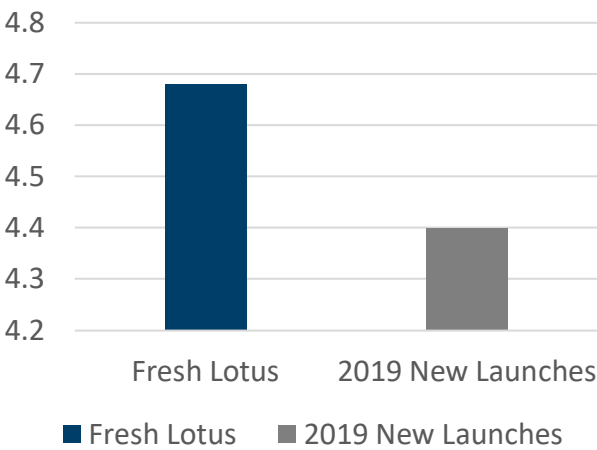**Reviews were collected from Chewy.com – one SKU per brand. Data set of ~ 1,000.**

4SIGHT

Skincare is expected to see a 3.5% increase in annual growth in the next four years, reaching $180 billion in global spending by 2024. It's no wonder that the category was the largest we looked at, with over 85 new launches. And it's no wonder that it's a heavily reviewed category, as consumers are passionate about protecting the skin they're in.   Across these 85 new launches in the category, they had star ratings as low as 3.7 and as high as 5.

EVERGREEN AWARD
BEST RATED AND REVIEWED NEW PRODUCTS
4SIGHT 2019 WINNER

Star Rating: 4.7
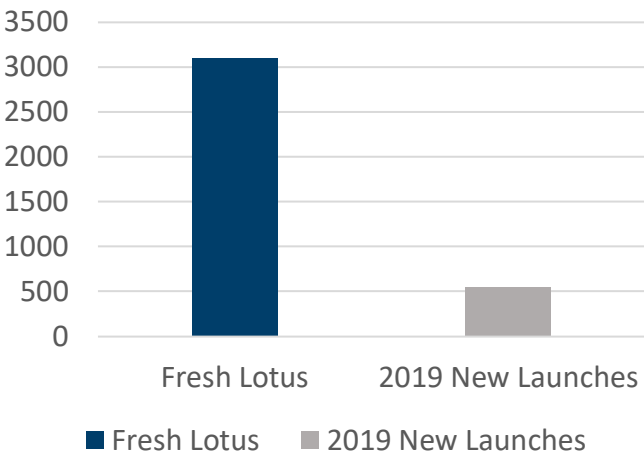**Review #: >3,000**

The Result

The 2019 winner was Fresh Lotus Youth Preserve Dream Cream, Night Recover. Though it didn't have the highest review rating of the new launches, which was 5, it made up for it in sheer number of reviews: over 3000. And this volume, coupled with a still-impressive rating of 4.68, made Fresh Lotus the clear winner. For comparison, the average star rating across newly-launched skincare in 2019 was 4.4, and the average review number was 540.

2019 Star Rating

	Fresh Lotus	2019 New Launches
Value	4.68	4.4

■ Fresh Lotus ■ 2019 New Launches

Review Number

	Fresh Lotus	2019 New Launches
Value	~3100	~540

■ Fresh Lotus ■ 2019 New Launches

Notable Competition

The Competitive set included brands such as Clean and Clear Lemon Scrub, Keihl's Avocado Mask, Pixi Beauty Overnight Retinol Oil, Tatcha's Dewy Skin Cream, and First Aid Beauty Ultra Repair in Mango. We looked at 85 new launches for this category. Whether DTC, specialty beauty or mass distribution, consumers are eager to try and review new skincare products.

4SIGHT

Topline Key Insights vs. Category Leaders

To fully understand why consumers are so passionate about Fresh Lotus Night Cream, we pulled the 2019 reviews and compared them with three night cream favorites on Ulta Beauty and Sephora's websites. Below, you can see that Fresh Lotus has a slightly higher star aggregated star rating than our three leaders. Looking at the quarterly breakdown also shows that Fresh Lotus is trending upward. Monitoring the new reviews for the next year would let us know if this trend continues.

Skin Care: Face Cream

2019 Star Rating
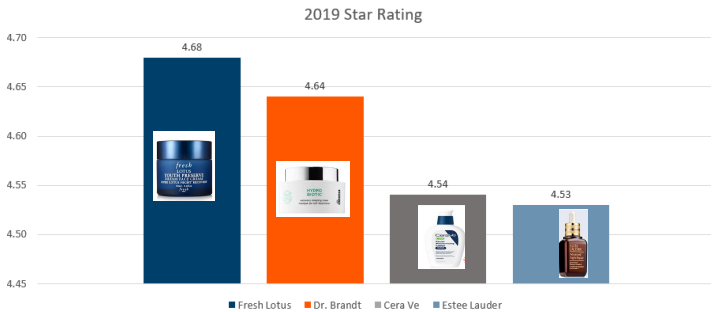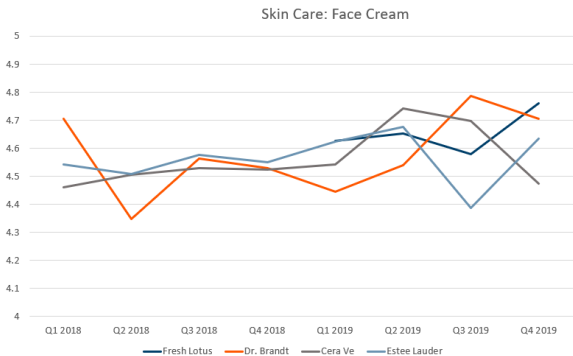
Finally, we dove even deeper into the category, and extracted the top drivers for Fresh Lotus versus the category leaders. A top positive driver for Fresh Lotus was *Soft*, while *Hydrated* was a top driver for other competitors in the data set. Even with an already high star rating, when *soft* was included in a review, it had a positive impact on star rating. Below are a few consumer verbatims that reinforce how happy customers are with Fresh Lotus Youth Preserve Night Cream

Metric	Fresh Lotus	Other Competition
Driver – top 10	Soft	Hydrated
Driver Rating	2.6%	1.9%
Prevalence of Term	19.2%	10.6%
Star rating with Driver Term	4.81	4.7
Driver term impact on Star Rating	0.14	0.18

★★★★★ Verified Purchase   2 d ago

Best moisturizer!!!

Makes your skin super soft and youthful. I was not sure about it because of my sensitive skin but it works great.

★★★★★ Verified Purchase   6 d ago

I love this night cream very much. It's my second purchase of a Fresh Lotus . So happy with the results. My face looks hydrated and so soft in the morning.

★★★★★   6 d ago

ABSOLUTELY ASTOUNDING!

This is a miracle cream!!! I put this on the first night I got it and the next morning when I looked in the mirror I LITERALLY gasped. It reverses signs of aging, stress, and environmental toxins. I can go to bed with skin that is red, blotchy, rough and giant pores and I will wake up with glowing, soft skin with tight pores and no redness. If you try it you won't be sorry!

4SIGHT

EVERGREEN AWARD
BEST RATED AND REVIEWED NEW PRODUCTS
4 SIGHT
2019
WINNER

For this category, we defined small electronics as any electronic device that enhances the day to day lives of consumers. The competitive set included items such as earbuds, smart watches, and video cameras. For our 2019 report, we looked at 20 new launches, with star ratings anywhere from 4.1 to 4.7.
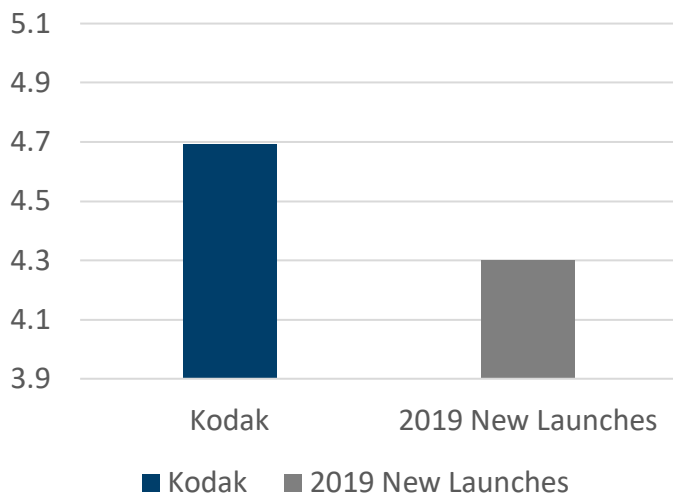
The Result
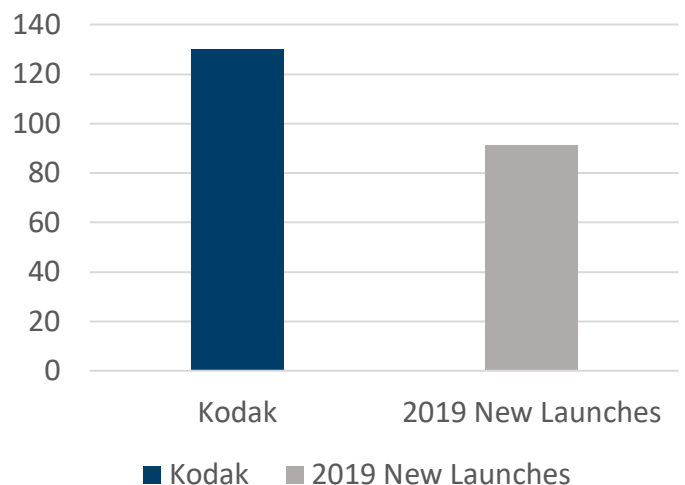
Star Rating: 4.69
Review #: 130

Launched in the second half of 2019, our winner was the KODAK Smile Instant Print Digital Camera. Overall, the small electronics category has many new highly rated products, with an average start rating of 4.3. KODAK's Smile stood out with a 4.69 star rating, and 130 reviews. The average number of reviews for the newly launched products was 101.

2019 Star Rating

Kodak	2019 New Launches

Legend: ■ Kodak ■ 2019 New Launches

Review Number

Kodak	2019 New Launches

Legend: ■ Kodak ■ 2019 New Launches

Notable Competition

The Competitive set includes items such as GPD Wireless Bluetooth Earbuds, Buoth Language Translator Device, Sauleoo Camcorder Video Camera, UMIDIGI Smart Watch Fitness Tracker. We looked at just under 20 new launches for the year.

4SIGHT

Topline Key Insights vs. Category Leaders

To gain a deeper understanding what the reasons for KODAK's Smiles' high star rating is and if the instant camera measures well against similar products, we pulled their reviews, as well as the category leaders' reviews: Fuji InstantMax and Polaroid Snap. Though the KODAK Smile is new, their star rating is 0.5 points higher than both established competitors. To see if this is a fluke or a trend, it would be helpful to monitor their reviews over the next year.

Small Electronics: Cameras

2019 Star Rating
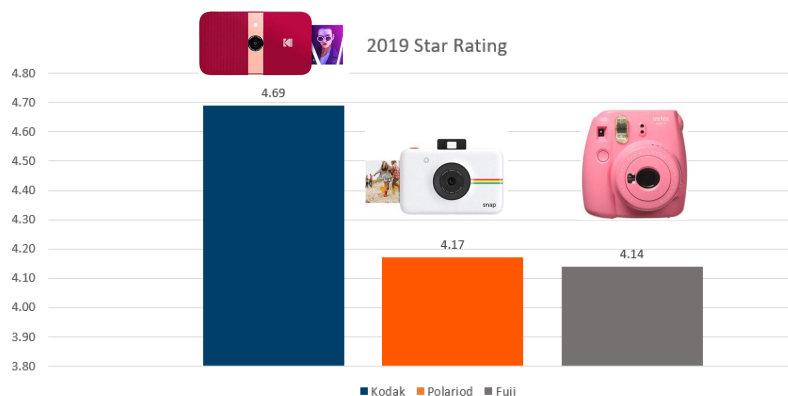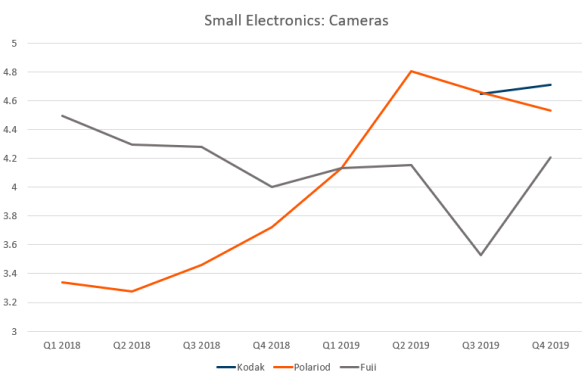
Finally, we leveraged our unique analysis to determine the top positive drivers for KODAK Smile versus the category leaders. A top positive driver for the competition is *Easy*, mentioned overall in reviews 12% of the time. For the KODAK Smile, a top driver is *Design*, mentioned 13% of the time. A look at the qualitatives for KODAK shows that consumers love the design, calling it "sleek" and "modern."

Metric	Kodak Smile	Other Competition
Driver – top 10	Design	Easy
Driver Rating	3.05%	6.55%
Prevalence of Term	13.1%	11.9%
Star rating with Driver Term	4.92	4.74
Driver term impact on Star Rating	0.23	0.55

Mary Brockman

★★★★★ **It performs very well**
Reviewed in the United States on November 20, 2019
Color: White | Style: Camera | **Verified Purchase**
This instant print camera is just gorgeous as it has such a sleek design to it but what's more is that it performs very well, too.
One person found this helpful

Helpful | ˅ Comment Report abuse

Johnny

★★★★★ **So easy to carry around**
Reviewed in the United States on July 3, 2019
Color: Red | Style: Camera | Verified Purchase
This is such an awesome instant print camera that comes in an incredible design. I take it with me everywhere because it is so easy to carry around.
3 people found this helpful

Helpful | ˅ Comment Report abuse

Lorri Danzig

★★★★★ **I like how modern it looks**
Reviewed in the United States on November 19, 2019
Color: Red | Style: Camera | Verified Purchase
I absolutely love the design of this instant print camera because it looks really modern while it is very simple to use, too.

Helpful | ˅ Comment Report abuse

Concluding Thoughts

Given our tumultuous time in early 2020, we held off on announcing the 2019 Evergreen Awards. The early COVID-19 days did not seem like a time to celebrate much of anything. However, over the past few months, despite the virus continuing to rage, it has become clear that we all still need to acknowledge and celebrate great work. And these brands prove that innovation matters and the voice of the consumer is an important metric in determining that success.

At a time when so much seems fleeting, celebrating the roots of evergreen innovation is important. We wish all the 2019 winners continued success, and are excited to see that the next crop of innovative products and brands continue to launch in 2020 as they chase the goal of being Evergreen.

From these 10 categories – some of the largest and fastest growing – our winners on average achieved a 4.4 star rating and the mean number of reviews was just under 150. All of our winners were best in class in their category. All have high star ratings, with a large amount of reviews.

4Sight harnesses user-generated data – reviews and social comments – to solve vexing business challenges. Through a marriage of proprietary machine algorithm and high touch brand strategists with decades of research and CPG experience, we partner with you to provide customizable solutions to any research concern, and we do it:

- Better – the richness of quals, with the reassurance that it's backed by **thousands** of raw, unfiltered, & unbiased consumer comments.

- Faster – a typical engagement takes 2 weeks instead of months

- With no travel – Everything we do can be done online, with no face-to-face or travel required.

For more information, contact Tom Schmidt at Schmidt.t@4sightadvantage.com