



SPINS Innovation Stack

A data and consulting suite to innovate ahead of trends and develop high-growth products with confidence.



Why Category-Leading Brands Innovate with SPINS



Invest with Confidence

Safeguard your new product development investment by aligning with emerging trends that have the highest chance for success.



Advanced Product Intelligence

Become a market leader by linking innovation to evolving consumer values and preferences with the industry's most powerful PI engine.



White-Glove Analysis

Receive critical insights from SPINS data delivered in presentation-ready reports from our SPINS Growth Consultants.

Create Your Stack

APPLICATIONS

SPINS AttLab

An industry-first dashboard suite in PowerBI that delivers turnkey data visualizations and insights to monitor attribute trends and identify whitespace opportunities that inform your innovation pipeline.

INCREMENTAL CATEGORY DATA

Want more insights? Unlock temporary access to additional category data so you can drill further into category dynamics by retailer, item level, units, velocity, distribution, pricing, promotion, and total brand/category over time.

CONSULTING

Innovation Workshop

SPINS Growth Consultants align with your innovation priority focus areas and unlock key category insights by leveraging the product attributes that are driving emerging innovation trends.

Consulting Support

Ad-hoc support from SPINS Growth Consultants who work as an extension of your team to deliver on-demand expert analysis and inform strategy development.

Client Insights Manager

Dedicated SPINS Consultants who works as an extension of your brand's team to deliver on-demand expert analysis and guide strategy throughout your innovation journey.

ANALYSIS PROJECTS

Innovation Scan

Identify the most desirable adjacent categories or subcategories for your brand extension, leveraging a scorecard approach to prioritize the whitespace opportunities that make sense for your business.

Strategic Category Assessment

Develop your strategy for new category expansion. This custom deliverable reveals opportunities and keys to success by analyzing the category landscape including the growth trajectory of the space, sales drivers, competitive landscape, and important retailers.

Which stack is right for you?

Stacks are custom-built for your business priorities. Here are some examples:

INNOVATE INSIDE CATEGORY



Stack 1

Identify emerging trends within your category to fill pipeline funnel

INNOVATE OUTSIDE CATEGORY



Stack 2

Identify and prioritize adjacent categories for brand extension



Stack 3

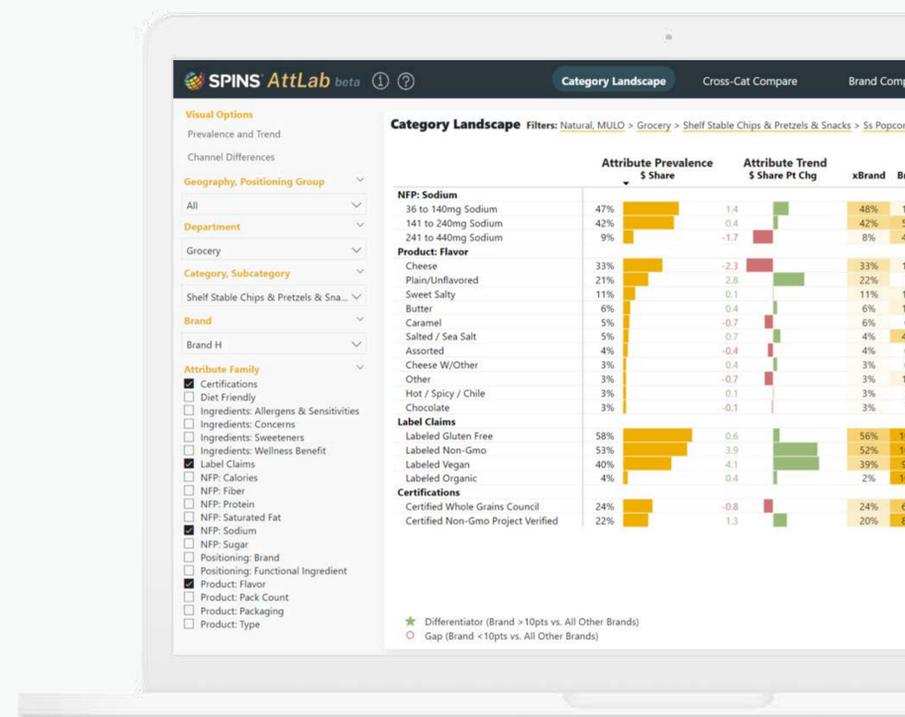
Understand category dynamics of a priority innovation category

SPINS AttLab Spotlight

SPINS AttLab is a one-of-a-kind reporting suite that allows you to examine the vast set of SPINS Attributes and Attribute Families.

Answer your innovation questions in minutes:

- ✓ Identify which attributes are driving the latest product launches to inform your innovation pipeline and stay ahead of the competition.
- ✓ Identify your brand's top differentiators and gaps compared to the rest of the category.
- ✓ Dive even further into one specific attribute to see which brands are the top players and which brands are driving the attribute's growth.
- ✓ Identify your marketable attributes vs. a competitor to position against them with both consumers and retailers
- ✓ Identify attributes that emerging brands are innovating in to prepare and defend against them



Discover more about the SPINS Innovation Stack by contacting: growth@spins.com