

FAQs

NFRA - NIELSEN SYNDICATED DATA PROGRAM

WHAT IS IT?

This program provides NFRA members with syndicated data to help gain a better understanding of their competitive marketplace and position products accordingly.

WHAT IS THE SOURCE OF THE PROGRAM?

This invaluable information is provided by Nielsen as an NFRA member benefit.

HOW CAN THIS BENEFIT IMPACT MY BUSINESS?

This information will help NFRA members understand where their product fits in the market, the competition they face, the price points they need to hit and the volume they can expect. It also enables members to perform necessary due diligence about things like how truly differentiated their product is versus that of the competition.

WHO SHOULD USE THE SYNDICATED DATA PROGRAM?

This Syndicated Data Program is designed to assist small- and medium-sized manufacturers and retailers to better position their products for market through the use of market and product related syndicated data.

CAN YOU TEACH ME HOW TO USE THIS INFORMATION?

Yes, Nielsen offers complimentary online training courses. In addition, your Nielsen representative can walk you through your report.

WHAT SYNDICATED DATA WILL I RECEIVE?

Your Nielsen representative will work with you to determine the report that meets your business need. In many cases, your \$2,000 membership coupon will cover the entire fee.

ONCE THE REPORT IS ORDERED, HOW LONG WILL IT TAKE TO RECEIVE?

Approximately 2 weeks.

MANUFACTURER REQUIREMENTS TO ACCESS THIS SYNDICATED DATA - YOU MUST:

- Be an NFRA member in good standing
- Be a manufacturer of frozen or refrigerated foods
- Have annual sales not exceeding \$250 million

RETAILER REQUIREMENTS TO ACCESS THIS SYNDICATED DATA - YOU MUST:

- Be Nielsen Cooperating retailer
- Be a NFRA member in good standing
- Program applies to members who are **retailers** in a category correlating to annual sales of less than \$200 million or no more than 50 stores

ADDITIONAL INFORMATION

As long as these requirements are fulfilled, you will be eligible to participate in this program annually, for as long as it is active. The program is not available to brokers, consultants or any other service members.

For more information contact your Nielsen representative:
by Phone 800-553-3727 or by email Nielsen.Solutions@nielsen.com
Please refer to the NFRA-Nielsen Syndicated Data Program

