

4Sight's 3rd Annual *Evergreen Awards:* *Household Goods*

For the third year in a row, the tech-enabled insights company 4Sight has announced their Evergreen Awards: a series of awards that celebrate and acknowledge some of the best new product launches across 10 CPG categories.

Because much of social media has an ephemeral feel to it—here today, gone tomorrow—4Sight's Evergreen Awards measure success through product reviews. Consumer reviews last for years and help inform purchase decisions long after the review has been written, while also helping marketers understand changes in the consumer experience over time. In other words, reviews are evergreen.



Household Goods

The Household Goods Segment consists of items typically found in your local grocery store. The pandemic and subsequent home staying for many consumers meant that the innovative products launched in this space had a ready and captive audience. The five categories for this segment were:

- Over-the Counter Medicine
- Household Cleaners
- Food & Beverage
- Baby Care
- Personal Care

Across the 5 categories analyzed for the Evergreen Awards Household Goods there were 173 new products launched (up 32% compared to the 2019 Evergreen Awards for Household Goods.) with an average of over 200 reviews for each product. All told, 4Sight looked at more than 21,000 reviews with the highest possible score for each being 5 stars.



The Methodology

Star rating is a top measure of the brand's performance that accounts for the complete consumer experience—everything from price and value perception to packaging and product benefits, from quality and functionality to overall emotional reaction.

The second factor in determining each category winner is the **number of reviews**, an indicator of reach and scope of a new launch. For any new launch to be considered a contender for the *Evergreen Awards*, it needs a minimum of 75 reviews.

By applying our proprietary Machine Learning algorithm to the data sets (consumer reviews), we take a closer look at what set the winners apart. This WISR Analysis gives insight into exactly what consumers are loving about their products, and what they're missing, unprompted and without any filter.

We analyze just the verified purchases to find the exact words that consumers use in their own analysis of the products. The result of the analysis, the drivers themselves, are individual *consumer* words used in reviews they write, and they reveal a brand's strengths and weaknesses. They also help prioritize the actions to take to improve or maintain the consumer experience.

The Category: Over-the-Counter Medicine

Consumers turn to OTC meds to alleviate pain and other ailments, making it a high involvement category. 4Sight looked at 13 new launches. The category had an **average of 99 reviews** with an **average star rating of 4.26/5**. These were down a bit compared to 2019 new launches, which saw an average of 150 reviews and a 4.4/5 star rating.

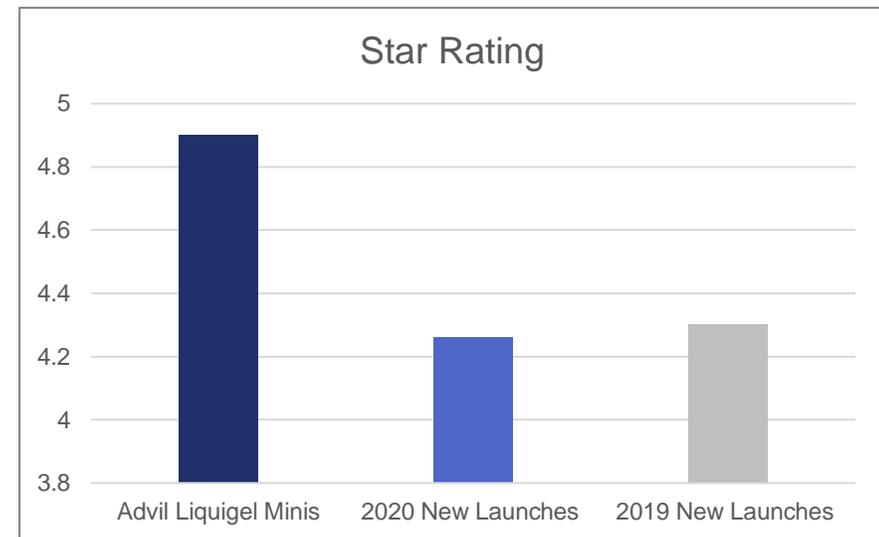
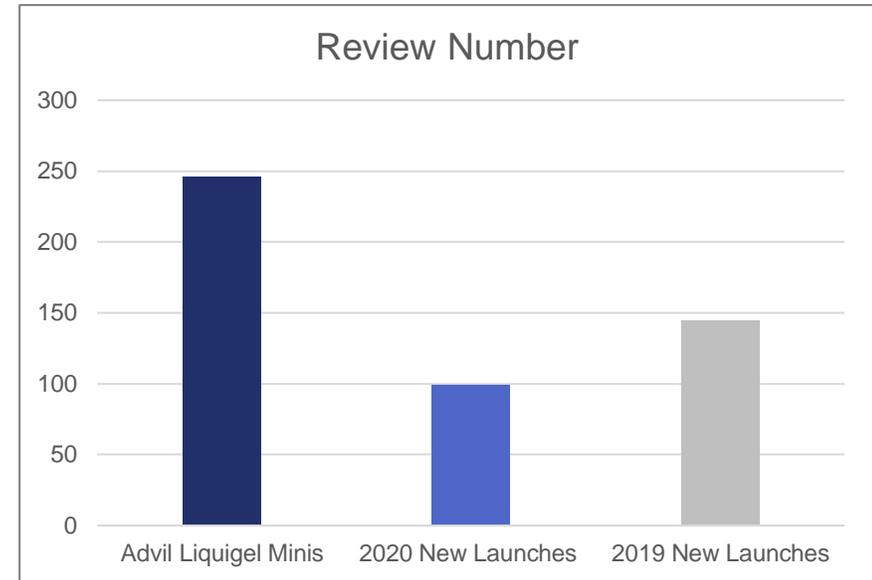
Some category standouts aside from our winner include Tylenol Extra Strength Dissolve Berry Flavor packs and Vick's VapoCOOL Severe Winterfrost.



Winner: Advil Liqui-Gels Minis



With **236 verified reviews** and its impressive **4.9/5 star rating**, Advil Liqui-Gels Minis outperformed their competition. With the same powerful ingredients as traditional Advil, it's clear these little pills pack a big punch



Key Positive Drivers (Consumer Words)	Pain	Swallow	Value
Driver Impact	9.94%	9.0%	4.74%
Prevalence of Word	14.8%	7.02%	8.2%
Star Rating (Reviews with Driver Word)	4.89/5	4.9/5	4.9/5

The Insights

4Sight ran one of its core proprietary algorithms on the Advil Liqui-Gels Minis to gain understanding of the why behind such an impressive star rating.

Our Drivers analysis uncovers the words consumers frequently use in reviews and assigns significance to them by overlaying star rating. Getting to the bottom of consumer drivers to clarify the consumer perception tells the story of what consumers experience: what they need and want from the products they purchase, in their own words and without bias.

A few of the top positive drivers for Advil included “*Pain*,” “*Swallow*,” and “*Value*.” A driver such as Pain speaks directly to product efficacy, particularly given that the aggregate star rating for reviews that use the word pain is 4.89. Other drivers, just as *swallow* and *value* focus on benefits outside of product efficacy but still have the potential to drive loyalty among consumers.

WORD	CORRELATED WORD 1	CORRELATED WORD 2	CORRELATED WORD 3	CORRELATED WORD 4	CORRELATED WORD 5
PAIN	RELIEF	INFLAMMATION	GENERIC	RELIEVER	SWALLOW
SWALLOW	EASY	WORKING	PAIN	STANDARD	BRAND
VALUE	LISTING	LOOKING	PRICE	RELIEF	PACK

The Insights

Other drivers, just as *swallow* and *value* focus on benefits outside of product efficacy but still have the potential to drive loyalty among consumers.

Here we see that *pain* is correlated first with relief and second with inflammation, further establishing how efficacious the pills are. *Swallow* is most associated with easy, indicating that the pill's mini size plays a role and matters to consumers. For some of the word correlations e.g. Value and Listing or Looking, 4Sight will do further analytics to determine the context and drivers behind that correlation. 4Sight not only relies on the quantitative data but also focuses on the qualitative to put the consumer voice front and center.

A Driver's analysis sets up the story, but to fully understand the context behind the drivers, it's important to see a more holistic picture. 4Sight's analysis also looks at the qualitatIVES themselves. This is a small example of what some of them say:

★★★★★ Great little liquid pills for pain, inflammation & fever.

Reviewed in the United States on October 6, 2020

Size: 200 Count (Pack of 1) | [Verified Purchase](#)

These are the smaller size of Advil Liquigels. For pain relief they are better than Tylenol and/or Aspirin. They work faster than pills and since they dissolve faster, they are less likely to cause stomach upset. They decrease inflammation where Tylenol does not. They're good for fever too. If you have a history of ulcers, do not use these without speaking to your doctor first.

★★★★★ Great

Reviewed in the United States on May 10, 2020

Size: 200 Count (Pack of 1) | [Verified Purchase](#)

Just as good as the full size ones. Easier to swallow. Fights pain and inflammation perfectly.

★★★★★ Great buy!!

Reviewed in the United States on July 6, 2020

Size: 200 Count (Pack of 1) | [Verified Purchase](#)

Great value even easier than the original liquid gels which are always still normally large and a bit hard to take. I was wondering how I would like these and I'm never going back! Love these liquid gels!

The Category: Household Cleaners

Household Cleaners certainly had a big year in 2020 with shelter in place orders translating into consumers spending a lot more time at home. The new launches were wide ranging, from sanitizing products to laundry to dish detergent. 4Sight looked at just under 20 new launches. The category had an **average number of reviews of 243** and an **average star rating of 4.35/5**.

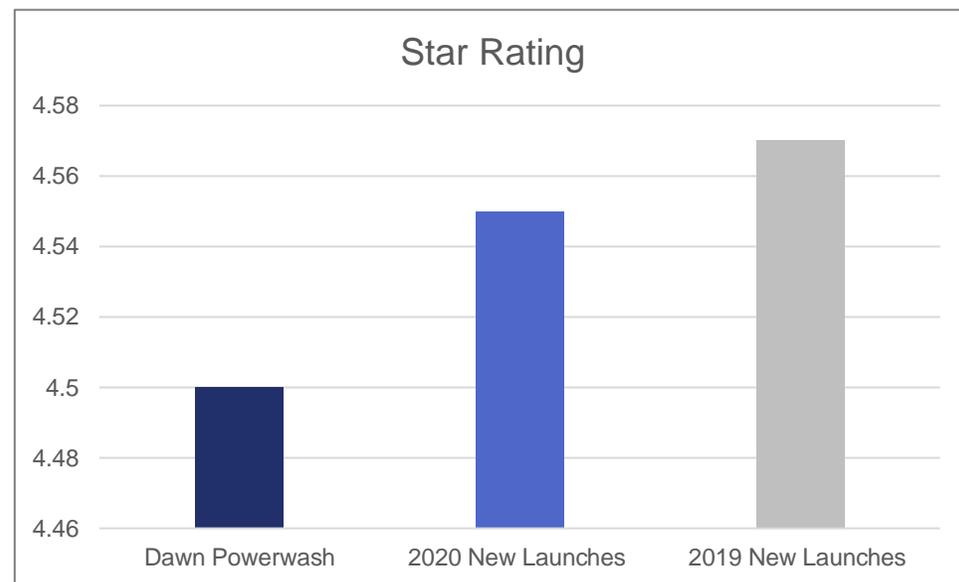
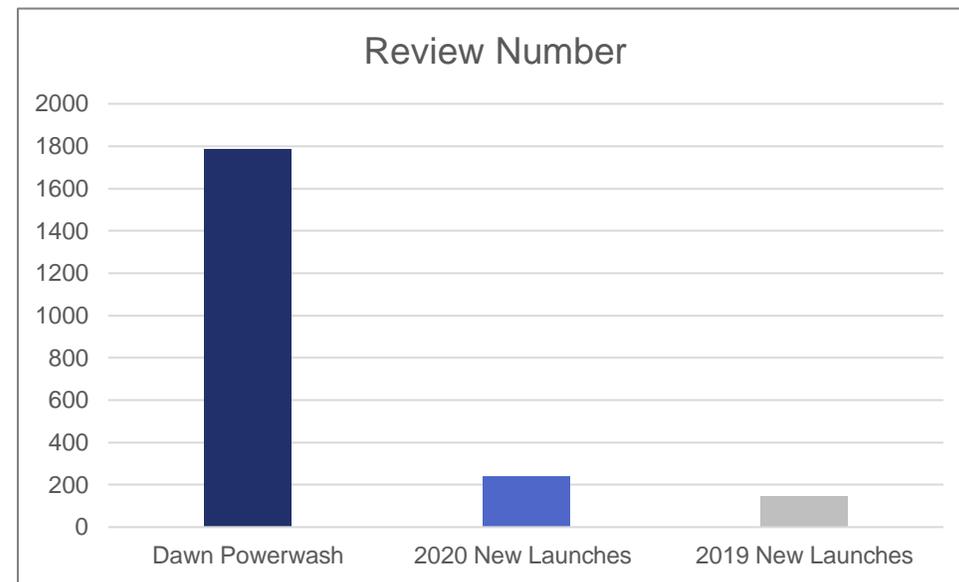
Some standouts for the category outside of our winner included Finish Quantum Infinity Shine dishwasher tabs and Fabuloso Complete in Floral Burst.



The Winner: Dawn Powerwash



Dawn Powerwash is the clear winner for this category. The innovative dish soap spray cuts through grease faster and better, making cleaning dishes much more efficient. The **nearly 1800 reviews** for 2020 and its impressive **4.5/5 star rating** show how much satisfaction consumers are receiving from the dish soap.



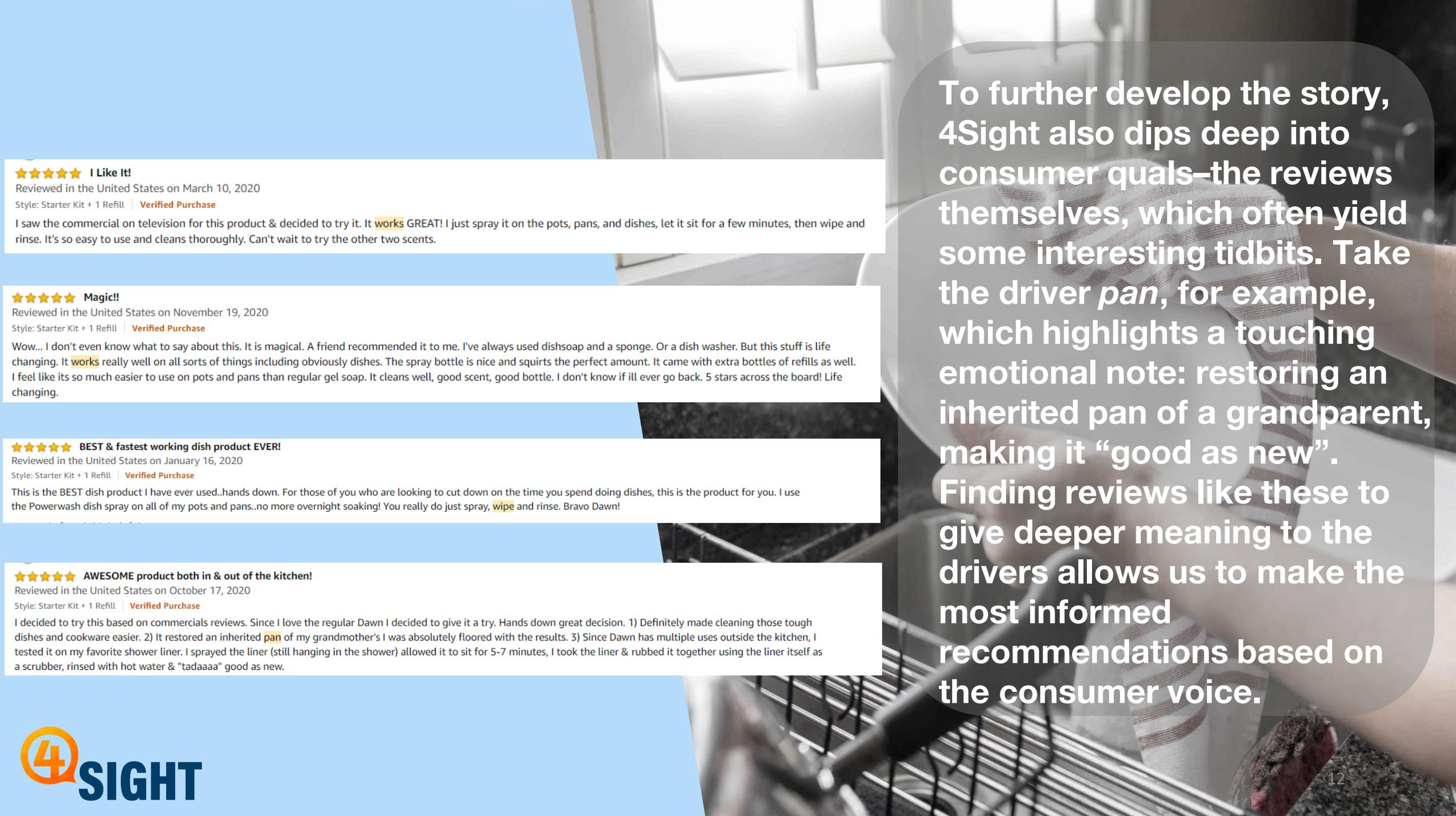
Key Positive Drivers (Consumer Words)	Works	Pans	Wipe
Driver Impact	5.00%	2.86%	2.28%
Prevalence of Word	19.3%	9.9%	5.7%
Star Rating (Reviews with Driver Word)	4.56/5	4.59/5	4.70/5

The Insights

4Sight ran a core proprietary algorithm on the reviews for Dawn Powerwash to dig deeper and understand the why behind the positive reception.

A few of the top positive drivers for the dish soap included “*Works*,” “*Pans*,” and “*Wipe*.” A driver such as *works* speaks to product efficacy, so it’s no surprise that a product as highly rated as Dawn Powerwash also has a high prevalence (20%) for the driver. Other drivers focus more on end benefits – *pans* and *wipe*. The latter also carried with it a consumer benefit that no longer required that a pan had to “soak overnight”.





To further develop the story, 4Sight also dips deep into consumer qual—the reviews themselves, which often yield some interesting tidbits. Take the driver *pan*, for example, which highlights a touching emotional note: restoring an inherited pan of a grandparent, making it “good as new”. Finding reviews like these to give deeper meaning to the drivers allows us to make the most informed recommendations based on the consumer voice.

★★★★★ I Like It!

Reviewed in the United States on March 10, 2020

Style: Starter Kit + 1 Refill | [Verified Purchase](#)

I saw the commercial on television for this product & decided to try it. It **works** GREAT! I just spray it on the pots, pans, and dishes, let it sit for a few minutes, then wipe and rinse. It's so easy to use and cleans thoroughly. Can't wait to try the other two scents.

★★★★★ Magic!!

Reviewed in the United States on November 19, 2020

Style: Starter Kit + 1 Refill | [Verified Purchase](#)

Wow... I don't even know what to say about this. It is magical. A friend recommended it to me. I've always used dishsoap and a sponge. Or a dish washer. But this stuff is life changing. It **works** really well on all sorts of things including obviously dishes. The spray bottle is nice and squirts the perfect amount. It came with extra bottles of refills as well. I feel like its so much easier to use on pots and pans than regular gel soap. It cleans well, good scent, good bottle. I don't know if ill ever go back. 5 stars across the board! Life changing.

★★★★★ BEST & fastest working dish product EVER!

Reviewed in the United States on January 16, 2020

Style: Starter Kit + 1 Refill | [Verified Purchase](#)

This is the BEST dish product I have ever used..hands down. For those of you who are looking to cut down on the time you spend doing dishes, this is the product for you. I use the Powerwash dish spray on all of my pots and pans..no more overnight soaking! You really do just spray, **wipe** and rinse. Bravo Dawn!

★★★★★ AWESOME product both in & out of the kitchen!

Reviewed in the United States on October 17, 2020

Style: Starter Kit + 1 Refill | [Verified Purchase](#)

I decided to try this based on commercials reviews. Since I love the regular Dawn I decided to give it a try. Hands down great decision. 1) Definitely made cleaning those tough dishes and cookware easier. 2) It restored an inherited **pan** of my grandmother's I was absolutely floored with the results. 3) Since Dawn has multiple uses outside the kitchen, I tested it on my favorite shower liner. I sprayed the liner (still hanging in the shower) allowed it to sit for 5-7 minutes, I took the liner & rubbed it together using the liner itself as a scrubber, rinsed with hot water & "tadaaaa" good as new.

The Category: Food & Beverage



Not surprisingly, 2020 Food category launches that did well were dominated by snacks and easy meals, fitting for the shift in consumer lifestyles. As one of the more crowded but less reviewed categories, we looked at 76 new products that **averaged 129 reviews** with an **average of 4.2/5 stars**.

For comparison, the 2019 Evergreen Awards for Food saw 25 new launches with an average of only 11 reviews per launch and an average star rating of 4.5.

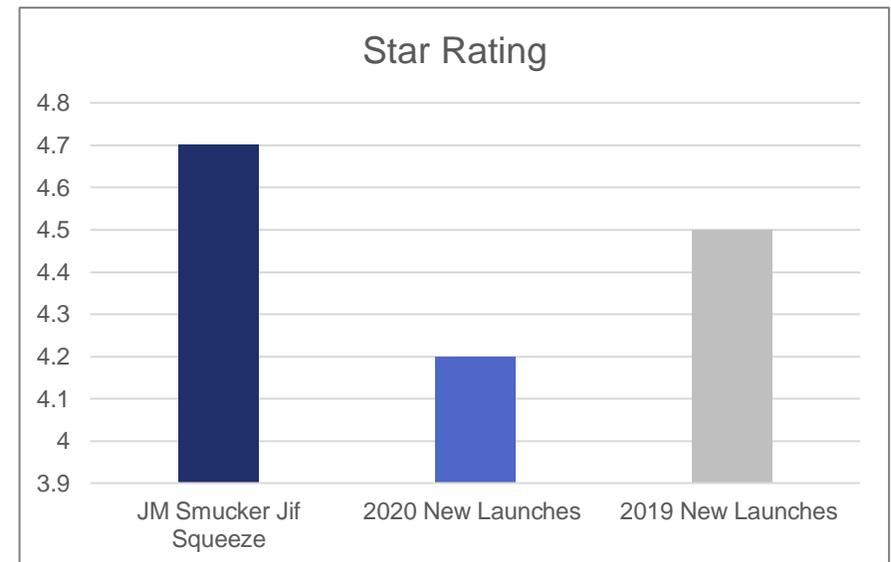
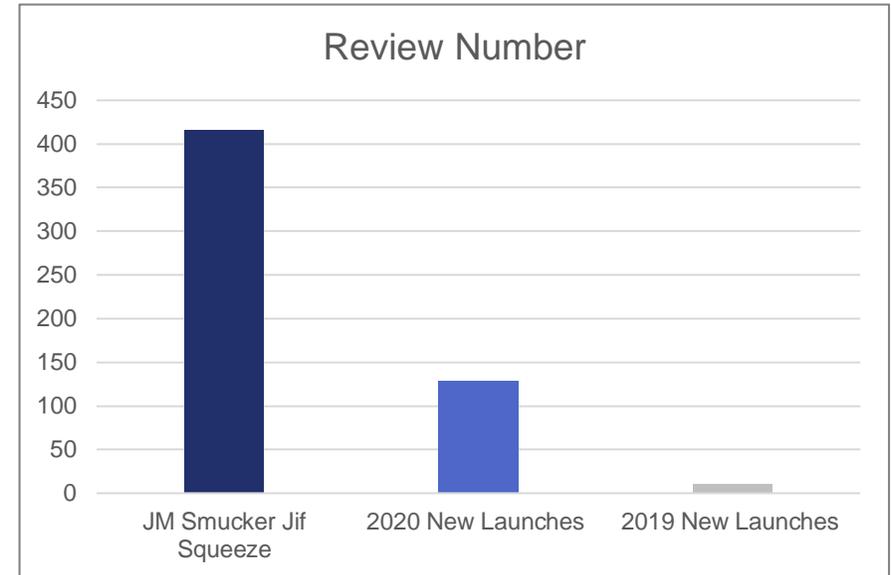
Out of the 76 products we reviewed, a few of the standouts were Mars Wrigley Fudge Brownie M&Ms and Clif Nut Butter Bars.

The Winner: Jif Simply Squeeze



Tapping into consumers' love for convenience, Jif added a new twist to their classic peanut butter. The on-the-go packaging with the same favorite Jif peanut butter appealed directly to new needs consumers have and what they already love.

As a well-established name, JM Smucker was right on the mark with this release. Jif Squeeze finished the year with a **4.7 rating and with 416 reviews**, substantially higher than the category averages.



Key Positive Drivers (Consumer Words)	Easy	Amazing	Favorite
Driver Impact	2.11%	1.97%	1.90%
Prevalence of Word	38.30%	7.80%	6.30%
Average Star Rating (Reviews with Driver Word)	4.68/5	4.88/5	4.92/5
Impact on Star Rating	+0.07	+0.25	+0.3

The Insights

To get a deeper understanding of the reception of Jif Squeeze, we applied our Proprietary Machine Learning Algorithm.

Consumers raved about how “*Easy*” the product is to use, how “*Amazing*” it is, and how it’s a “*Favorite*.” The latter adjectives would require a deeper dive by our brand strategists to understand what about the experience made it a favorite and amazing.

Our drivers give us a good look at how reviews drive ratings, but to get a more holistic view we look not just at the drivers but at the reviews themselves too.



Here are a few we pulled as an example:

I love this squeeze



valmarierod - 11 days ago
originally posted on [influenster.com](#)



I love this squeeze tube of peanut butter! It's so much easier to get the peanut butter in and out of especially if you're in a rush and want to make a sandwich quickly! As always the taste is immaculate!

Love this Packaging



Rae30 - 28 days ago
originally posted on [jif.com](#)



I thought we were heavy Jif users, until I was introduced to this package. I have found so many more occasions our family uses Jif now that I can squeeze it out right on to a cracker, apple, celery stick!! Healthy snacking made easy and Fun!

Simply the Best



yosoyelbigd - 5 months ago
originally posted on [influenster.com](#)



My kids absolutely loved this product. Having a squeezable product makes it so much easier for them to enjoy without the mess. It's a great on the go snack. Will definitely be purchasing this product and recommending it to everyone. [This review was collected as part of a promotion.]

Genius!



lornersinger - 6 months ago
originally posted on [jif.com](#)



More and more companies need to move towards these type of mess free containers. Apart from loving Jif peanut butter, the container just makes it that much better. Mess free is always a plus! [This review was collected as part of a promotion.]

Qualitative comments give a glimpse to why consumers see it as amazing.

The ease of use is certainly a part of the experience, but also the range of new uses e.g. crackers, apple, etc. make it irresistible. Plus, there's the added benefit of enabling kids to use it without a mess.

While this gives a sample, 4Sight would go further to quantify the specific benefits and opportunity areas that will drive action.



The Category: Baby Care

Standards for baby care products—everything from consumables to hardline items such as strollers and booster seats—are typically rigorous. Because it's such a high involvement category, it also tends to be one of the most reviewed and emotionally charged verticals in our awards every year. Brands respond with carefully curated formulas, materials, and products aimed toward selective consumers.

Some of this year's notable products were Gerber Soothe 'n Chew Banana Teething Sticks and P&G's Align Baby Probiotic. With some of the pickiest and most responsive consumers, the 23 baby care products we evaluated had an **average rating of 4.1/5** and an **average of 809 reviews**—the most by far for the year.

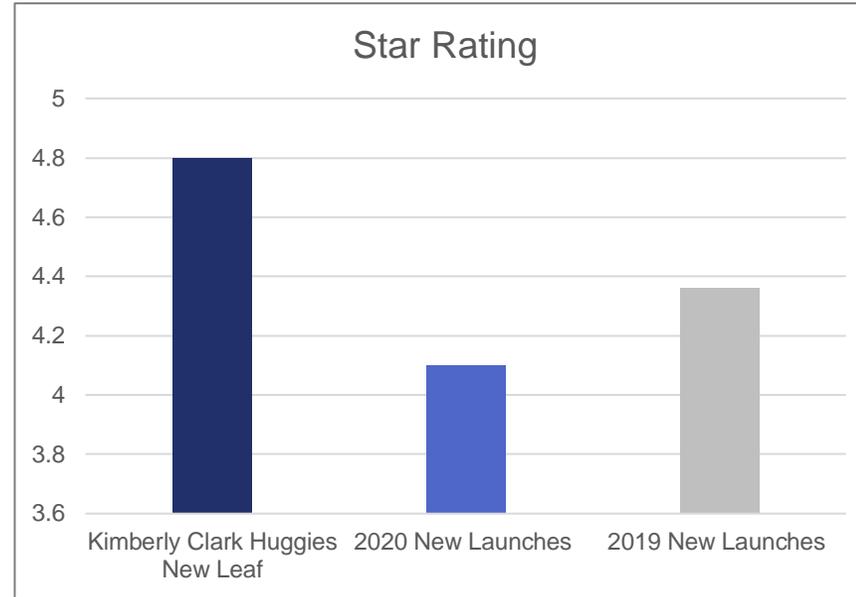
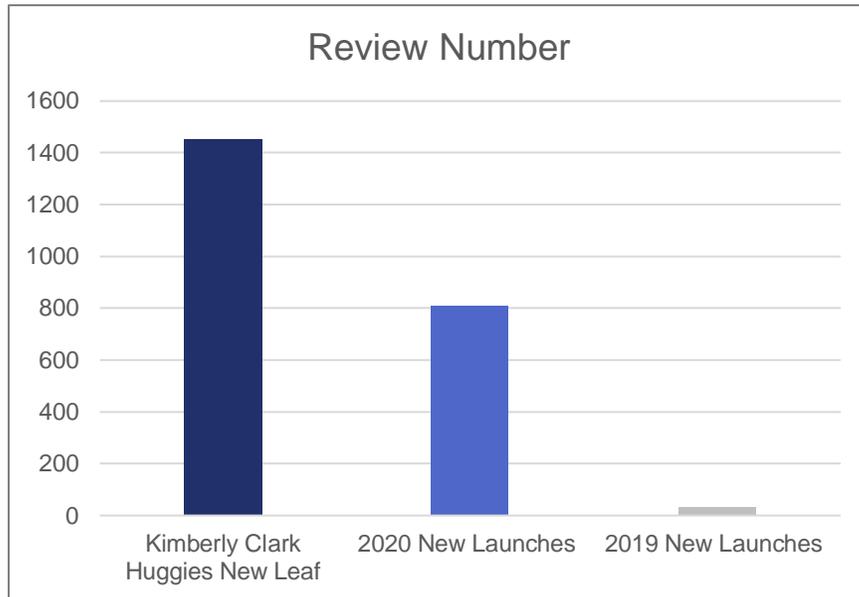




The Winner: Pull-Ups New Leaf

This year's category winner Huggie's new plant-based training pant, providing leak protection with more sustainable materials. As consumers continue to turn toward environmentally safer products, Huggies' release of New Leaf Pull-Ups has been well received.

They surpassed both metrics by a longshot—**4.8/5 stars** and **1451 reviews**. Such high marks on both metrics are extremely telling of how much consumers appreciate the Pull-Ups. As the baby care winner of last year's Evergreen as well, Huggies continues to stand out despite the ebb and flow of category averages over time.



The Insights

We applied our 4Sight proprietary Machine Learning Algorithm to uncover the unfiltered truth, directly from consumers.

Even when a product has sky-high ratings, it's important to delve into what consumers are loving and what could use improvement. Our Drivers Analysis mines for exactly that. By combining our data science algorithms and our years of expertise in marketing and innovation, we can make informed, actionable recommendations to brands.



Key Positive Drivers (Consumer Words)	Soft	Training	Easy
Driver Impact	2.49%	1.92%	1.30%
Prevalence of Word	47.20%	31.00%	17.70%
Average Star Rating (Reviews with Driver Word)	4.82/5	4.83/5	4.84/5
Impact on Star Rating	+0.05	+0.06	+0.07

The Insights

Some of the top positive drivers for New Leaf centered around the “*Easy*” and “*Soft*” features of the diapers, as well as the expected benefit: how they helped with “*Training*.”

Soft is essentially table stakes for any diaper or training pant parents are putting on their children’s bodies, but as it’s a noted promise on the packaging, it’s still worth pointing out that nearly half of all reviews mention how soft Huggies’ New Leaf are.

To supplement the Drivers Analysis, we also take a deeper look at the reviews themselves, to make sure that we get the full picture.

To note, although this initiative had a fair number of promoted reviews, the star rating overall was not different for non-promoted reviews.

With nearly 1500 to select from, here are some of the best reviews we found for New Leaf:

★★★★★ **So Soft and Flexible!**

July 20, 2020

Huggies New Leaf Pull Ups are Amazing. These are my new Favorite Pull ups! I like how soft and flexible they are. I find them to be not stiff and fit closer to underwear. They are perfect for my Forever moving toddler. I like the pull away sides for easy changing and The plant based Material for healthier skin. The Frozen characters are super cute too. [This review was collected as part of a promotion.]

★★★★★ **New Leaf training underwear**

July 16, 2020

Pull-ups New Leaf is encouraging for my child to learn to potty. The resealable sides are great. The pull ups are soft and holds leaks. [This review was collected as part of a promotion.]

★★★★★ **Eco Friendly**

August 7, 2020

I love the way it fit and how flexible it was. It literally feels like an underwear. I couldn't even tell my child was not in underwear. Seemed mobile as my child moved around in them. Held up pretty good as the night went on. Great product and love how eco friendly it is. [This review was collected as part of a promotion.]

★★★★★ **Best new product for my little guy**

August 7, 2020

Pull-Ups New Leaf training pants are amazingly soft. They hugged my little guy wonderfully. So effective yet gentle. Plus they are plant based & natural which is a big deal in our household. Pull-Ups you have hit one out of the ballpark with this product!! Love them!! [This review was collected as part of a promotion.]



The Category: Personal Care

The personal care category is full of strong and well-established brands, making new product launches highly saturated and competitive every year. For this year's personal care launches, we evaluated 50 new products, ranging from soap, natural deodorants, to toothpaste, with an **average of 4.5 stars** and **67 reviews**. The top products we looked at performed well above the average metrics. Some noteworthy new launches were Colgate Optic White Renewal and Olay Skin Care Body Wash.



The Winner: Philips One by Sonicare

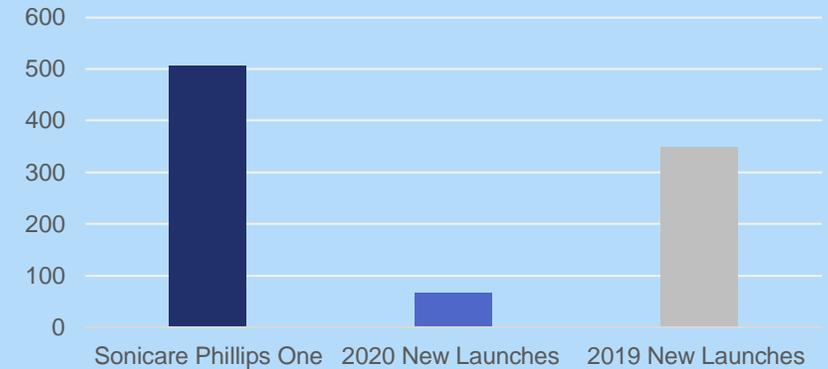


Adding an innovative twist to the electric toothbrush, Philips One is a portable electric smart brush with a sleek, modern look. Oral Care is dominated by a few major players, and this new product was able to command its place among steep competition.

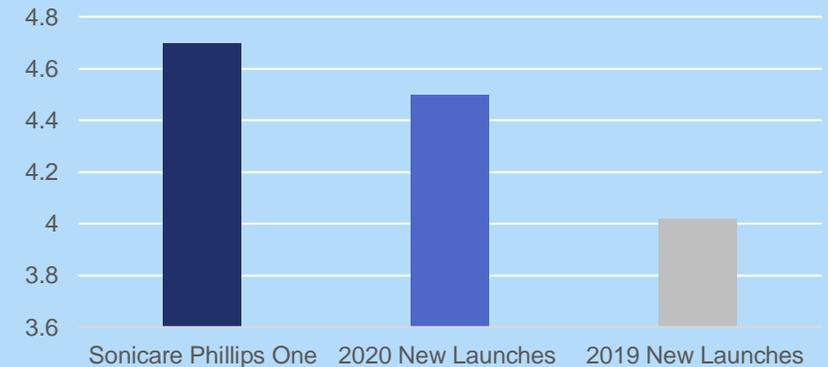
With dozens of personal care items, Sonicare continues to build on their reputation with products like Philips One. This new twist has been well received by consumers as indicated by the volume and content of the reviews they are leaving for Philips One. With an impressive **506 reviews** and **4.7 stars**, Philips One blew past the averages, proving to be a clear category champion.



Review Number



Star Rating



Key Positive Drivers (Consumer Words)	Sleek	Manual	Dentist
Driver Impact	5.06%	4.66%	4.64%
Prevalence of Word	16.30%	20.90%	12.80%
Average Star Rating (Reviews with Driver Word)	4.86	4.77	4.91
Impact on Star Rating	0.31	0.22	0.36

The Insights

We dug deeper into the insights using our proprietary Machine Learning algorithm.



Certain drivers pointed us to the product features – “*Manual*,” (a comparison to a manual toothbrush) and “*Sleek*,” for example, but others, like “*Dentist*” require more context to fully understand.

To round out our Drivers Analysis and understand the context of the words, we always take a deeper look at the reviews themselves, marrying that qualitative and quantitative data. Take the driver *dentist*: when we dig into the quals, what we see are consumers commenting not only on their dentist being happy with the state of their teeth, but also that they’re thrilled with feeling like they just “went to the dentist to have [their] teeth cleaned every time they brush” – what a delightful claim to make.

Here are a few examples of the consumer verbatims:

Sleek & very efficient product



Kite36 - 2 months ago

originally posted on philips.com

PHILIPS

Have been using this new toothbrush for couple of weeks now and I've been really impressed by its efficacy while still being a very sleek design product. Very good travel case that makes the perfect ally for on the go. Will buy also for my kids who really appreciated the design & various color range available.

Just what I have been searching for...



LeighAnn - 3 months ago

originally posted on philips.com

PHILIPS

I have been looking for a lightweight, battery operated toothbrush with a full size, soft brush (recommended by my dentist). After several purchases that were a waste of money and time, I found the Philips One by Sonicare Battery Toothbrush. It is everything I have been searching for and more. I am ordering a second one as insurance. Yes, I love it that much!

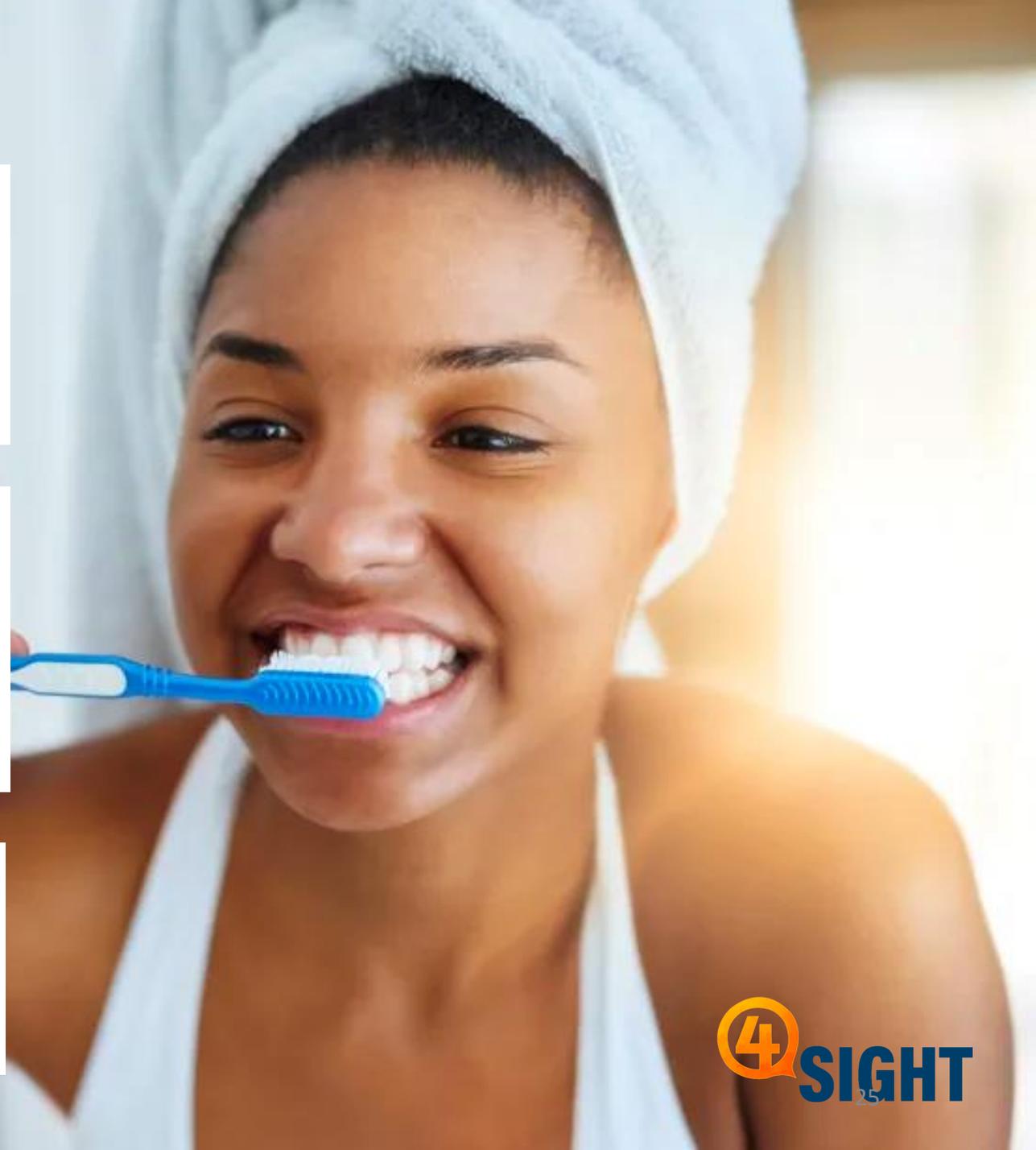


Barbie54us - 2 months ago

originally posted on philips.com

PHILIPS

I am sharing this review as part of the Holiday Sweepstakes, but regardless of that or not, I would be writing this anyway. This toothbrush makes me feel like I just went to the dentist to get my teeth cleaned everytime I brush my teeth. It gets all the little crevices around your mouth that you don't realize exists! Really top notch!!!!



The Household Goods segment brought consumers innovative products for their home environments and their bodies.

Certainly, the pandemic and consequently *staying* inside the home played a role in the choices consumer made and how they reviewed products. As we come out of shelter-in-place orders and consumers shift their behavior to whatever that “new normal” will be, we’re excited to see what 2021 holds for our winners.

