

GE Profile Opal 2.0 wins 4Sight's 3rd Annual *Evergreen Award* for Small Appliance Category

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**.



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 Award*, 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

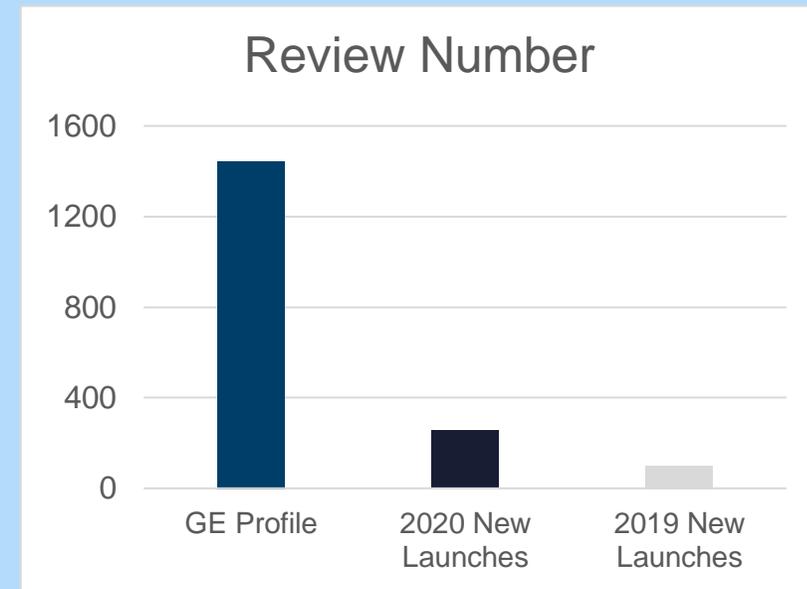
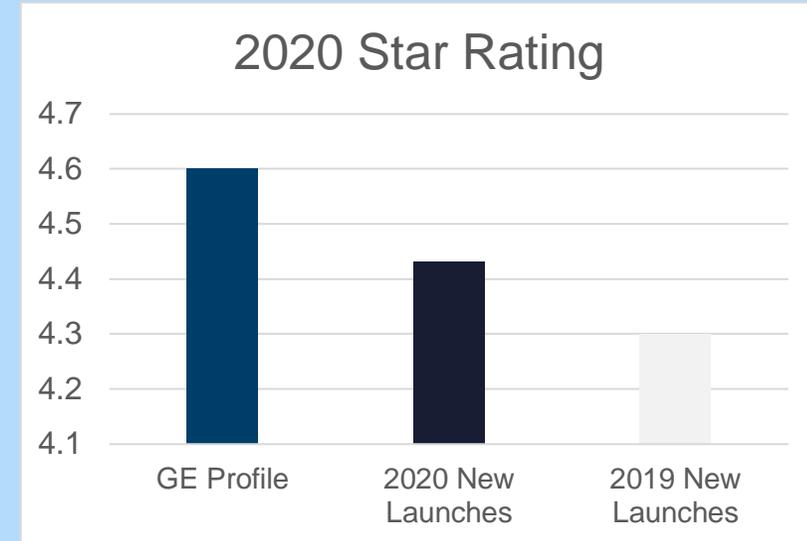
Small appliances can enhance day-to-day lives of consumers but can also be an investment, so the category is competitive. For the 2020 awards, 4Sight looked at over 15 new product launches. The competitive set included earbuds, cameras and kitchen appliances. Noteworthy new launches in addition to our winner included the Kitchen Aid Variable Speed Cordless Hand Mixer and the Ninja SS201 Smart Torque Processor. The category had an **average number of reviews of 246** and an **average star rating of 4.43**.



Winner: GE Profile Nugget Ice Maker



GE Profile Opal 2.0 Nugget Ice Maker is a clear leader in this category. It boasts “chewable” ice that consumers often find at restaurants, right from your home. It has over **1400** reviews in less than one year- blowing past the category at a rate of nearly 7Xs the average. Considering that and its impressive **4.6/5 star rating** shows how much consumers enjoy the ice maker.



Key Positive Drivers (Consumer Words)	Easy	Sonic	Family
Driver Impact	11.65%	9.04%	4.19%
Prevalence of Word	16.9%	15.0%	6.3%
Star Rating (Reviews with Driver Word)	4.63/5	4.55/5	4.61/5

The Insights

4Sight dug deeper into the data and ran one core, proprietary, Machine Learning algorithm on GE's Profile Counter Ice Maker reviews to uncover the reason why it's so highly rated.

4Sight's Drivers analysis tells the story of the consumer experience—what they need and want from the products they purchase. The result of the analysis, the drivers themselves, are exact words consumers used in reviews they write, and they reveal a brand's strengths and weaknesses, helping to prioritize the actions to improve or maintain the consumer experience

A few of the top positive drivers for the ice maker included “*easy*,” “*Sonic*,” and “*family*.” Drivers organically float to the top of the list when they have a high prevalence (percentage of mentions within the review set) coupled with a high star rating. A driver such as *easy* speaks clearly to product features, typical in well performing products. A couple drivers stood out beyond product features for the GE Profile Nugget Ice Maker: the first, “*Family*,” which speaks to a clear enjoyment and use of the icemaker by the whole family. The second, “*Sonic*,” was perhaps the most intriguing.

4Sight relies on a unique combination of quantitative analysis and consumer qualitatIVES: in this case, the 1400 + reviews that are on retail sites.

These quals help clarify the story and provide context. In this case, “Sonic,” refers to the popular fast food chain. In other words, consumers are thrilled that they can have Sonic-like ice in the convenience of their own homes.



★★★★★ Opal Ice machine...Best purchase of 2020

Reviewed in the United States on December 20, 2020

Verified Purchase

Opal is the most amazing ice machine for home use. I love crunchy Sonic ice. We are making three bags of ice a day without even trying. This is a 5 star product and my greatest purchase from Amazon this year!

★★★★★ The GOOD ICE!!

Reviewed in the United States on December 14, 2020

Verified Purchase

This thing is awesome.

The ice is just like Sonic/Chick Fil A!

Easy to set up.

Not any noisier than our dishwasher.

Once it's full it stops running.

Love the night light feature and online access.

★★★★★ This is a 10 out of 10!

Reviewed in the United States on December 7, 2020

Verified Purchase

Best purchase I have made in a very long time. Enjoyed by the entire family.

At a time when so much seems fleeting, celebrating the roots of evergreen innovation is important. We wish all the 2020 winners continued success, and we are excited to see that the next crop of innovative products that brands continue to launch in 2021 as they chase the goal of being Evergreen.

