

The Best New Products of the Decade The Top Ten

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iPOD

While we are not sure about the religious effects of the Apple iPod, its technology, business and marketing influence can't be understated. Technology and entire business models were changed, or at least influenced, by the product's simple and functional design and mission. But its marketing influence has been one of its biggest impacts.

WII

The Nintendo Wii certainly changed the way video games are played, designed and sold, but also cast a much wider cultural ripple. Its launch in November 2006 was a marketing blitz of advertising, events and promotions, it was also preceded by months of groundbreaking marketing. More than 50 million consoles have been sold worldwide.



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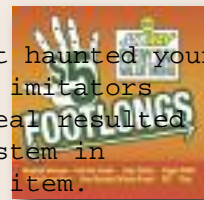


AXE

Unilever launched the body spray in the US in 2002 with spots from Bart Bogle Hegarty that pushed the boundaries of sex and humor in ads and found new frontiers for branded content. US sales across the franchise and all other grooming products (per Nielsen) now top \$500 million annually, making Axe the leading male grooming brand outside blades and razors.

FIVE-DOLLAR FOOTLONG

Five, five, \$5 footlo-oong was not just an insidious jingle that haunted your sleepless hours. Subway's 2008 value play has spawned a host of imitators and established \$5 as the standard for a low-priced meal. The deal resulted in double-digit same-store sales increases across the Subway system in 2008 and forced the chain to make \$5 footlongs a permanent menu item.



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ACTIVIA

It wasn't sexy but Jamie Lee Curtis's willingness to talk about digestive issues, such as occasional irregularity, changed the way women thought about yogurt and other foods. Danone's Activia, released in 2006, rang up more than \$100 million during its first year at grocery stores and soon became one

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MINI COOPER

This distinctive-looking, diminutive Mini Cooper car made a huge splash when BMW brought a modern version back to the US in 2002 after a 35-year absence. The new Mini's US ad agency, Crispin, Porter & Bogusky Miami, shook up the auto advertising world by relying more on unconventional tactics to create buzz for the retro-looking car.

CREST WHITESTRIPS

The 2000 D'Arcy Masius Benton & Bowles launch of Procter and Crest Whitestrips, which needed to be worn for only a half hour weeks and cost under \$40, created a sensation, as well as a multimillion category. Procter and Gamble beat back competition from later Johnson & Johnson's Listerine to hold around two-thirds



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GUITAR HERO

Guitar Hero, launched in fall 2005 by RedOctane and Harmonix, was the first social video-game and inspired a music and entertainment party trend in bars and homes long before anyone had ever picked up a virtual tennis racket. The franchise hit one billion dollars in sales by the end of 2008, just a little over two years after the launch.

TOYOTA PRIUS

Toyota launched its Prius hybrid car in the US in 2000, at a time when bigger SUVs and fancier full-size pickups were popular. The success of the car, now in its third generation as a 2010 model, has made it synonymous with green and pushed other carmakers to dial up their green advertising and try to get competitive models to market.



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7 FOR ALL MANKIND

With the launch of 7 For All Mankind in 2000, premium denim was introduced to the American market and shopping for jeans would never be the same again. By 2007, annual revenues were estimated at 300 million dollars and the brand was acquired by VF Corp., who has said it expects to see sales of the brand grow 15% annually.

*Source: Adapted from *Advertising Age*, December 14, 2009.

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