

Mintel launches *Loop*

LONDON, UK: Mintel has launched *Loop* - a new publication designed to enable a new and dynamic way of communicating and engaging with the company's clients.



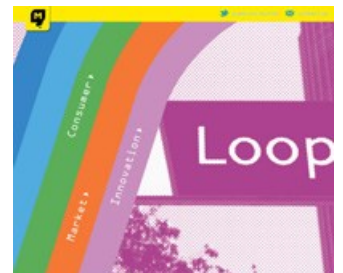
Going to a limited audience of 2500 globally, *Loop* aims to challenge and innovate the way Mintel's content is showcased and enables readers to visualise data from all facets of the Mintel business.

Alistair Vince, group marketing director at Mintel, said: "*Loop* is a high-end limited edition publication sent to an exclusive audience, made up of our clients and similar like-minded people. Forget dry regurgitation of statistical data.

"*Loop* showcases what is at the heart of Mintel - our knowledge of the consumer - and our understanding of how this translates into your world. It's a book filled with high-end design and carefully selected content that will give our clients another view of the consumer - our view."

The publication is divided into four sections: *Innovation*, *Consumer*, *Market* and *Our World*:

- *Innovation* showcases Mintel's extensive knowledge into product innovation, and includes a 2011 *Innovations Trends* school report, an innovation showcase and a visual representation of two key themes Mintel have seen in innovation.
- *Consumer* takes a closer look at the world of the consumer and examines how they think, behave, and act - aspects at the heart of the work of Mintel. It also features a trend analysis piece from Mintel's principal trends analyst Richard Cope, and looks at brand performance in the UK and customer loyalty in American baking - looking at consumer reaction and thought process.
- *Market* provides a snapshot across five markets; Finance, Leisure, Food & Drink, Beauty and Household. This section also examines the fastest growers and fastest fallers in different sectors around the world and an in-depth case study of the power of social networks as a marketing tool for food and drink brands in Brazil.
- *Our World* gives readers an insight into Mintel as an organisation and culture and encouraging readers to interact via competitions and feedback.



Produced in an initial print run of 2500, *Loop* will be published every six months with the next edition due out in May 2012. The publication is supported by a bespoke microsite (www.mintel.com/loop).

Through the site, users will be able to participate in online games based on the content of the book to unlock extra content - such as a ball break game where a dedicated infographic appears as the player hits the bricks and maze game where successful players see extended article analysis via video. The microsite is designed to enhance the *Loop* reader experience by giving extra content and the opportunity to enter a number of competitions.