

## What is TURF?

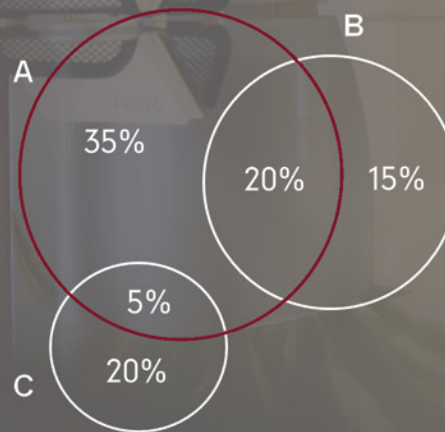
- ◆ TURF is an acronym for TOTAL Unduplicated Reach & Frequency
- ◆ TURF Analysis is frequently employed for the building or extending of product and flavor lines
- ◆ TURF Analysis attempts to maximize the "reach", or the number of consumers who would be interested in at least one of the potential product / flavor offerings
- ◆ TURF Analysis examines all possible combinations of products evaluated on a specified measure and ranks the top combinations of unduplicated responses
- ◆ TURF Analysis usually uses top box ("definitely would buy") levels from product / flavor line purchase interest as a basis for building combinations

## TURF Analysis - An Example

- ◆ Marketing's objective is to offer a 2 product line that will attain the maximum level of top box purchase interest in at least one product

Product	% Top Box Rating
A	60%
B	35%
C	25%

- ◆ If one product line were to be offered, product A maximizes top box purchase interest
- ◆ However, the 2 product line that maximizes reach is not as clear cut, as the "interest intersection" between the products must be considered
- ◆ TURF Analysis reveals that when "interest intersection" is taken into account, the combination of A and C results in the greatest maximization of purchase interest "reach"



AuB:  
35% + 20% + 5% + 15% = 75%

AuC:  
35% + 20% + 5% + 20% = 80%

BuC:  
15% + 20% + 5% + 20% = 60%

## No Big Deal for Selecting 2 out of 3 Products, but what if...

The task was to select the best 4 out of 10 products for the line



210 possible sets of 4 to examine

or

The task was to select the best 13 out of 25 products for the line



5,200,300 possible sets of 13 to examine