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CREATING A PROFILE


2. In the box on the left hand side titled ‘New to Mintel’ click on the link ‘click here to activate your account’.

3. Enter your company email address and click register for access (our system will automatically recognize your company email URL).

4. A link will be emailed to you to activate your account.

5. Go to your inbox and open the email from Mintel Client Services (Please ensure you check spam folders).

6. Click on the link which will take you to a registration page.

7. Fill in your details and set your password.

8. You have now created your profile.

Please note:
Your username will always be your company email address.
LOGGING IN


2. In the box in the middle of the page titled ‘Existing Mintel Users’ fill in your email address and the password you created.

3. Click ‘Log in’. If you have forgotten your password click on ‘forgotten your password’ to reset it. If you have forgotten your password you will have to create a new one.

4. You are now logged into your Mintel Services. Look to the ‘Current Subscriptions’ menu on the left hand side and select Mintel GNPD. Other services you are subscribed to will also be listed here.

Please note:
The box titled ‘Mintel Solutions’ includes services you are not currently subscribed to.
1. The horizontal menu bar enables you to run a search, navigate to relevant editorial and focus pages, explore categories in your subscription and access your personal GNPD content.

2. The primary navigation allows you to edit personal settings, access help documents, view office locations and contact details and select your language.

3. The homepage carousel displays newly published content and updates on the latest GNPD developments.

4. The homepage presents three different views: Welcome, Latest Products and Latest Insights.

5. The welcome view provides a product overview, account manager and helpdesk details, GNPD analyst bios and the latest in featured products.
Filter Latest Products and Latest Insights content by specific super categories, or choose to view everything in your subscription for a cross-category snapshot of launch activity and insights.
SEARCHING: FREE TEXT PROMPTS

GNPD free text prompting and smart search features enable users to quickly build more accurate, targeted searches.

1. Simply start typing desired search criteria in the free text box located in the top-bar navigation on any GNPD page.

2. As you type, GNPD returns search prompts based on criteria entered. Dynamic prompts refine with every keystroke to deliver the best data matches to your desired search criteria.

3. Results are grouped by field type for fast and easy scanning and selection. For example, all returned ingredient prompts are grouped under the “Ingredient” section.

TIPS
- Use the arrow keys or your mouse to select a single field, or select all matches in a prompt field group at once.
- For more complex free-text entries matching more than one field, GNPD groups discrete data matches in multi-field prompts appearing in the “Suggested Search” section.
- Execute a full text search or product name text search by selecting these options from the top of your prompts. Or, simply type and hit “enter” to start your search.
SEARCHING:
PROMPTS & SMART SEARCH FEATURES

GNPD free text prompting and smart search features enable users to quickly build more accurate, targeted searches.

GNPD prompting features support the following:
- Full Text Search
- Product Name
- Category, Sub-Category
- Region, Country
- Claim Category, Claim
- Flavour, Fragrance
- Package Type, Package Material
- Ingredients
- Nutrition
- Storage Type
- Company

Additionally, prompts support data field search entries for all GNPD languages, including:
- German
- French
- Spanish
- Portuguese
- Korean
- Chinese
- Japanese
SEARCHING:
PROMPTS & SMART SEARCH FEATURES

GNPD’s new smart search features deliver enhanced functionality to allow for more accurate results, faster.

Region/Country and Category/Sub-Category fields have enhanced functionality and features that allow for more targeted free text searching.

Multi-category matching for a single word

Example 1: typing “cheese” and hitting enter returns all cheese sub-categories
Example 2: typing “face colour cosmetics” returns all sub-categories with this prefix

Category + Country Auto Recognition

Example 1: Cheese USA
Example 2: Face colour cosmetics Germany

Shortcut searches

Type the field name and a colon with desired value in the free text search to refine your searches from the start, search more than one field with a comma separator.

Example: flavour: apple, category: drinks

Enhanced numeric searches

Copy/paste a list of barcodes/record IDs and search multiple at once.
SEARCH RESULTS: PAGE FEATURES

The new GNPD results page interface allows you to expand or refine your results directly from the page.

1. Drill down and expand out features
   Select filters from your data set to narrow, or expand your search by using the “Refine Search” free text box to add criteria to your results.

2. Counts
   Quick analysis/benchmark/validation.

3. Go to advanced search
   For even more search options, click “Edit with advanced search”. The search criteria you have already entered will remain intact but you can amend it.
SEARCH RESULTS: PAGE FEATURES

Search results will display by default as listings of products. To view more in depth details of your results, click the Analyse link.

The ideas hopper helps individual users track interesting products, empowers teams to collaborate via shared hoppers and comments, and can fill your company’s innovation pipeline.

1. To change hopper settings, or view previously saved hoppers, click the My Hopper Management under the My GNPD tab.

2. To save a search, first run a search. Under the Current Search section you can name your search and set email alerts by frequency for notification of new products meeting your search criteria.

3. When viewing search results or product records, download options will appear in the toolbar. Click on any product image to view the full product details for this product.
SEARCHING: ADVANCED SEARCH

Click the Search tab and select “Advanced search” from the list to enter detailed search variables. Archive data exists back to 1972.

1. Category/Subcategory
   - Country/Region
   - Company/Brand

2. Ingredients/Nutrition with search blends functionality
1. Navigation: Browse between your search results by clicking on these product images.

2. Product Delivery: Click to arrange to have this product delivered to you.

3. Record ID number: Each record has a unique number. Find a specific record by entering its ID number in the full-text search field.

4. Multiple product images: Click on thumbnail images to view in greater detail or the zoom link for more options.

5. Company: Clicking on the company name will link to a focus page dedicated to recent product launches and additional content related to the company.

6. Store type: This shows where we bought the product and the type of store, linked to Google maps so you can zoom into the street and postcode.

7. Product Description: A brief editorial summary of product attributes and claims.

8. Positioning Claims: Lists positioning claims recorded for this product. By clicking on the Claim you will be taken to a page focused on products and trends in that same category.

9. Ingredients and Nutrition: Complete details are provided for every product that has ingredients and nutrition printed on its packaging.

10. Flavours: Lists flavours recorded for this product. By clicking on the Flavour or Fragrance you will be taken to a page focused on products and trends in that same category.

11. Packaging details: Specific physical package details, including packaging type and dimensions.

12. View relevant market sizes for this product.
INGREDIENTS ANALYSIS

GNPD provides the ability to produce highly advanced ingredients analysis.

1. The three graphs across the top of the screen display the top ingredients (from your selection from the list below), the trends of these ingredients over time, and the use of associated tags with these ingredients.

2. A tag can be a claim (organic, natural), a region (north Atlantic), or a preparation (smoked). These are separated from the ingredients so that true ingredient analysis can be performed.
ANALYSIS

Graph my search results:
1. Search results will display by default as listings of products. To view more in depth details of your results, click the Analyse link.

Fast facts show ‘Top 5’s’ relevant to your search and link to corresponding product records. Use the drop down below any Top 5 box to view the data as a graph.

Below the Top 5’s, Plan-it Express is available for quick analysis. The tool includes a drop-down of the most commonly used charts and graphs. You can also create a Graph, Cross-Tabulation, or Heatmap of the results (each indicated by the relevant icon).

Scroll down to Graph my search results, Tabulate my search results, or Map results and follow the steps provided to create your analysis.

2. Select your analysis method: Select a title for your graph, the chart type and style options (graphing only).

Choose which fields to display:
Choose variables for your x- and y-axes (graphing) or column and row (cross-tab).

Extra options: Choose sample data over time and choose optional data filters.

Finish: View the results in your browser or download Excel (XLS or CSV).

Use advanced mode to display all graphing and tabulation options on one page.

3. Cross-tabulations are interactive when viewed in a browser. Highlight trends over rows in colour, or select cells and click view cells to see actual product records.