



IFR Group

# 12 Days of Trends

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## Re-Cap

Dear Colleague:

Yesterday was the last day for the **IFR 12 Days of Trends**. During this exciting period, IFR produced an article specifically highlighting trends that appeared from our exhaustive database of Ads, Shelf and Web retail data.

Below is a re-cap complete with links to all of the **IFR 12 Days of Trends** stories!

Day 1: [Today's trend covers almost 24 months of Compact Digital Camera Ads activity in the USA market.](#)

Day 2: [IFR releases the USA Shelf Brand Presence Scorecard for DVD Player and Recorder category. Today's trend gives a quick look at the leaders in the category and highlights individual growth and shrinkage at a glance comparing November 2009 versus January 2009.](#)

Day 3: [IFR examines Shelf Share at Sears, and today's Dishwasher trends show interesting shifts in brand average pricing from 2008 to 2009. Bosch and GE gleamed with some surprising shifts, while Maytag, Jenn-Air, KitchenAid and Whirlpool were among the group of brands that had consistent pricing year over year with minimal shift.](#)

Day 4: [For all DVD Players, in Print Ads, Blu-Ray occupies and continues to hold 80% share since June 2009, but at Retail Shelves, they have yet to gain the same traction.](#)

Day 5: [Today IFR examines the average price-per-inch values for the Top 10 LCD Television Screen Sizes on Retailer shelves across Canada during 2009. 26 inch LCD Televisions are losing the most](#)

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[value per-inch, while 46 inch LCD Televisions are holding onto their value.](#)

Day 6: [In this exciting trend, IFR examined exactly how quickly it took for \\$60 and under Console Games to reach a depreciated value for their advertised \(print\) pricing in the USA market. Nintendo Wii titles hold their value over the long haul.](#)

Day 7: [For Day 7 IFR identified the Top 8 Print Advertised Brand leaders for USB Storage Keys also known as Thumb Drives for 2009 YTD from January to November. With some brands gaining a marginal share Year-Over-Year, others fell to new lows.](#)

Day 8: [For Day 8 IFR looks into the life of the JVC GZMS120 digital camcorder, the top ranking Print Advertised camcorder for YTD November 2009.](#)

Day 9: [In the past year IFR found dynamic activity by key USA retailers running GPS Print Ads. Today the focus is on MIO.](#)

Day 10: [During 2009, on Retailer Shelves, IFR found Netbooks started cannibalizing space from Notebooks, and non-traditional Notebook retailers started selling the product.](#)

Day 11: [For Printers and Multifunction at Office Depot, IFR found an interesting twist during 2009 between Shelf, Print Ads, and Internet shares. Lexmark is coming on strong!](#)

Day 12: [Whirlpool cleans house in Top 10 Dishwashers for 2009 USA Print Advertising!](#)

IFR Monitoring helps retailers and manufacturers measure critical Advertising, Internet and Shelf share across the country and around the world. IFR Monitoring exists in over 60 countries, and is part of the GfK Group, the No. 4 market research company worldwide.

For questions, please contact James Kennedy at [JKennedy@ifrmonitoring.com](mailto:JKennedy@ifrmonitoring.com)