

Mintel Oxygen

User's Guide

Welcome to Mintel Oxygen. This user guide will show you everything you need to know to access and utilize the wealth of information available from Mintel Oxygen.

The Mintel program is an Internet-based database that may be accessed by using one of the network computers in the McLeod Business Library in Alan B. Miller Hall or the Peninsula Center in Newport News.

Mason School of Business graduate students, faculty and staff may also access this program through the Mason School of Business network using their personal Mason School of Business accounts.



Introduction

Mintel Oxygen is a series of research reports covering U.S. and European marketplaces. Each market research report combines data and analysis of the competitive landscape, market-share analysis and consumer profiles. Complex demographic issues are divided into concise sections explaining consumer behavior and demonstrating the structure of the market.

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Opening Screen

The Mintel Oxygen program opens with a Conditions of Use screen displayed. In order to enter the program you must agree to the conditions of use.

You signify agreement to the terms as presented on the opening screen by clicking on the **I Agree** button that is near the bottom of the page. You must scroll down to the bottom of the page as you read the conditions. When finished, and you agree to the conditions, click on the **I Agree** button to continue.

Mintel Academic Access - Login Successful

You have successfully logged on. Please read the Conditions of Use - Academic.

08.08.09A

CONDITIONS OF USE - ACADEMIC

YOU MAY ONLY ACCESS A MINTEL DATABASE TO WHICH THE ACADEMIC INSTITUTION HAS SUBSCRIBED VIA A SECURE NETWORK FOR NON-COMMERCIAL STUDY WHILE YOU ARE A CURRENT STUDENT, A CURRENT MEMBER OF FACULTY OR STAFF, OR A PERMITTED GUEST. BY ACCESSING THE MINTEL DATABASE, YOU AGREE TO, AND WILL ABIDE BY, THE FOLLOWING CONDITIONS OF USE:

Mintel may provide your individual usage information to the subscribing academic institution. If you violate these Conditions of Use, then Mintel, among other things, indefinitely may suspend your password.

Creating a Profile

If you have not previously used this program and need to create a profile there are three links to choose from to access the *Create a Profile* page. You may click on the **Create Profile** link in the menu just above the body of the page.

sign in | create profile

Or you may click on the **Create a Personal Profile** link in the Sign into my profile box. Lastly, you may click on the **Create Profile** button near the bottom of the page.

Please enter the name and password for the profile you want to use. If you have not used a personal profile before please [create a personal profile](#). Once you have finished your session, you must **sign out** of your profile.

sign in

create profile

email reminder

All of these links will open the *Create a Profile* page.

Create a Profile Page

If you clicked on one of the **Create a Profile** links on the Welcome page you will have the *Create a Profile* page displayed. To create a profile, enter your e-mail address into the **Email** data field. This will be your user ID when you return to the program for subsequent uses.

Enter your name into the **Name** data field then create a password for your profile by entering it twice into the data fields provided. When you have finished, click on the **Create Profile** button to enter the program.

create a profile

Enter your details to create a new personal profile.
A personal profile allows you to save searches.
When you return to the site, re-enter your Email and the profile password to use the profile again.

Email:

Your Name:

Password

enter new password: (must be at least 5 characters)

enter password again to verify:

create profile

Header Menu Bar

Once you have signed in or created a new profile, you will be ready to start using the program. The first page you will see is the *My Reports* page. If you have selected a different page as your home page that page will be opened after you log in to the program. See page 14 for information about the *My Reports* page.

The screenshot shows the top of the Mintel Oxygen program interface. At the top right, there is a user greeting 'Welcome Joe', a 'log out' link, a dropdown menu for 'All Countries', a 'Contact Us' link, and a search bar containing 'Oxygen'. Below this is a purple navigation bar with links for 'Home', 'Reports', 'What's Hot', 'News', 'Search', and 'Tools'. The main content area is titled 'My Reports' and features a 'Check Out What's Hot' section with three featured reports: 'Fitness clubs as wellness centers', 'Kids of unmarried parents tend to have greater influence over purchases', and 'Back-to-school retail leaders emphasized value, used social media and mobile in 2010'. Below this, there are two columns of reports: 'Mintel Reports: USA' and 'International Reports'. The USA column lists reports like 'Beauty and Personal Care Drink' and 'Marketing to College Students - US - July 2011'. The International Reports column lists reports like 'Holidays on the Internet - UK - July 2011' and 'Ice Cream - UK - July 2011'. Each column has a 'Show All' link. At the bottom left, there is a 'Show All Reports In My Subscription' link.

This page is your entrance into the information contained in the Mintel Oxygen program. The page has a program header, which is displayed at the top of every page in the program, with a menu bar with six selections, some links, and a search function.

The six menu bar selections are: **Home**, **Reports**, **What's Hot**, **News**, **Search**, and **Tools**. Most selections have menu items that are displayed when the mouse pointer hovers over the menu bar item.

The **All Countries** link in the header displays a menu with a list of countries. This allows you to narrow your search to reports from a specific country. This works both before and after a search is made. Click on the link and then on your selection. If you are already in a search results page the reports displayed will be limited to the country selected.

The **Contact Us** link in the header will open a page with contact information for the various Mintel offices.

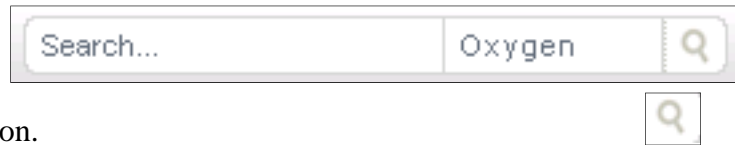
The **Log Out** link will close the program.

Please go to page 7 for information about the **Search** data field.

The screenshot shows a dropdown menu for 'All Countries'. The menu is titled 'Everything in' and lists the following options: 'All Countries', 'UK', 'US', 'France', 'Germany', 'Italy', 'Ireland', 'Spain', and 'Other'. Each option is preceded by a small blue diamond icon.

Search

The **Search** data field is located on the right side of the program header. To use the search function, enter a term or terms into the data field and click on the **Go** button.



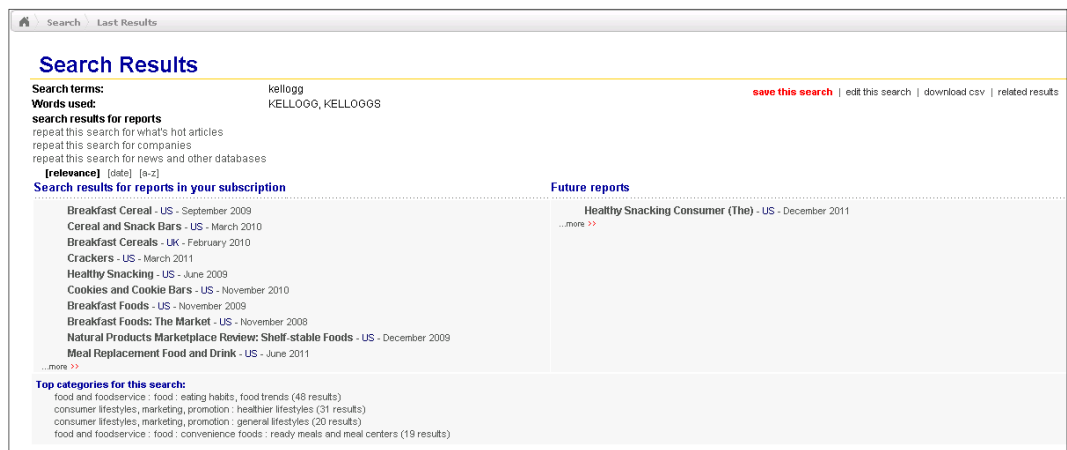
A search bar with the text "Oxygen" and a magnifying glass icon on the right. Below the bar is a separate magnifying glass icon.

If you wish to make a detailed search using some limiters, you may use the *Search Oxygen* page by clicking on the **Search** selection in the main menu bar. Please go to page 21 for information about this search function.

Search Results

The results of your search are displayed on a *Search Results* page under the **Search** menu selection in the main menu bar.

The *Search Results* page includes the words used in the search and a list of the reports found. Each report title is a link to that report. The report will be displayed on a *Report*



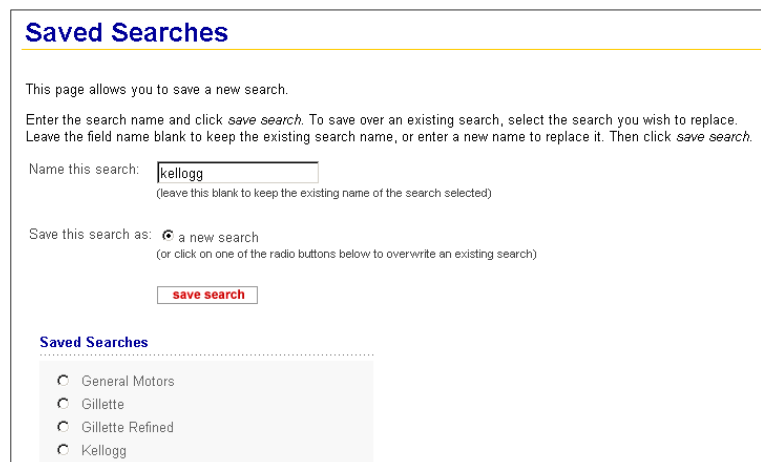
A screenshot of the "Search Results" page. The page title is "Search Results". It shows search terms "kellogg" and "KELLOGG, KELLOGGS". Under "Words used:", it lists "search results for reports" and "repeat this search for what's hot articles". There are links for "save this search", "edit this search", "download csv", and "related results". The "Search results for reports in your subscription" section lists several reports with titles and dates, such as "Breakfast Cereal - US - September 2009". The "Future reports" section lists "Healthy Snacking Consumer (The) - US - December 2011". There are also "Top categories for this search" listed at the bottom.

Homepage. See page 9 for information about the *Report Homepage*. The entry for each report includes the date the report was created, the title and the country.

The search results list from the simple search may also contain news articles and company profiles. For news pages see page 17. For company profiles see page 18.

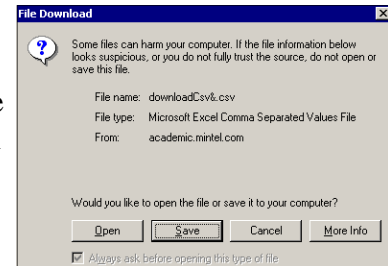
The top of the *Search Results* page has links that will:

- Save the search (**Save this search**). Clicking on this link will open the *Saved Searches* page with a data field that allows you to name the new search. After entering your preferred name into the data field click on the **Save Search** button to add the search to your saved searches list;
- Edit the search (**Edit This Search**). This link opens the *Search Oxygen* page with the search parameters you used entered. You may then change the parameters and make a new search.



A screenshot of the "Saved Searches" page. It has a title "Saved Searches" and a subtitle "This page allows you to save a new search." Below that, it says "Enter the search name and click *save search*. To save over an existing search, select the search you wish to replace. Leave the field name blank to keep the existing search name, or enter a new name to replace it. Then click *save search*." There is a form with a text input field containing "kellogg" and a "save search" button. Below the form, there is a section titled "Saved Searches" with a list of radio buttons next to the names "General Motors", "Gillette", "Gillette Refined", and "Kellogg".

- Download the search results (**Download CSV**). Clicking on this link will open the *File Download* window where you may select to **Open** or **Save** the file. Clicking on **Save** will open the *Save As* window where you are prompted to select the location and name of the file. It will be downloaded in an Excel readable CSV (Comma Separated Values) format; or



- Find related results (**Related Results**). This link will display the *Search Results* page with a list of all reports that are related to the original search terms. The link then becomes **Exact Results**, which will display the original *Search Results* page.

There are also three links that will allow you to repeat the search in other areas. These are:

- Search what's hot articles (**Repeat this search for what's hot articles**).
- Search companies (**Repeat this search for companies**); and
- Search news and other databases using the same search term (**Repeat this search for news and other databases**).

Each of these links will open a new *Search Results* page with the new reports listed. When one of these links has been used the top entry **Search Results for Reports** becomes a link that will display the original *Search Results* page.

There are also three links (**Relevance**, **Date** and **A-Z**) that will reorder the list of results according to the method selected (relevance, date, alphabetical).

Report Homepage

Once you have identified a report that you would like to view, click on the report's name and its *Report Homepage* will be opened.

The *Report Homepage* is divided into three columns. The left column has a contents menu that has links to the various sections of the report as well as other informational pages about the

report. Clicking on one of these links will open the desired section. Please see page 10 for information about the Report Homepage Contents Menu Column.

The middle column has a short description of the report and a link (**set as homepage**) to set this report up as your homepage when you log onto Mintel. Below the report description the column is subdivided into two columns with related reports listed. Clicking on a link will open that report's homepage.

The third column lists numerous links grouped into topics such as Company News, News, Market Updates, Product Innovation, and others. Clicking on a link will open the page with that information. Not every topic will be included in all reports. Hovering the mouse pointer over a link will cause an information box to appear with a short description of the article.

Report Homepage Contents Menu Column

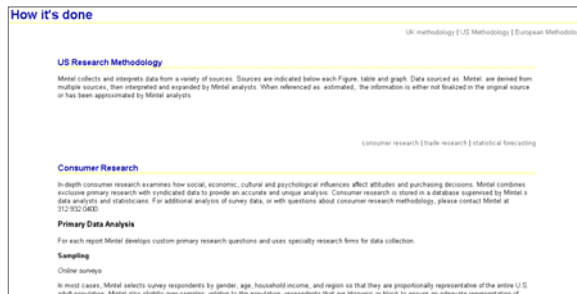
The Contents Menu Column on the Report Homepage has a listing of all the sections of the report as well as selections for Research Methodology and View Tables.

Report Homepage Selection

The **Report Homepage** selection will return you to the *Report Homepage*. A similar menu column is displayed on the various section pages.

Research Methodology Selection

Clicking on the **Research Methodology** selection will open the *How it's done* page. This page gives you information on how the report was developed. There are links near the top of the page that allow you to select whether to display the **US Methodology**, **UK Methodology**, or **European Methodology**.



Below the first section there are links that will scroll the page to the selected section. The links are **Consumer Research**, **Trade Research**, and **Statistical Forecasting**.

View Tables Selection

The **View Tables** selection will open a *Table Listing* page with all the tables included in the report. The left side of the page has a contents column. There is a heading for each section of the report. The headings may be expanded or contracted by clicking on the plus or minus icons next to the heading.

The expanded listing includes a link for each table in the section. Clicking on a link will scroll the page to the table.

Table listing for Cereal and Snack Bars - US - March 2010

Market Size and Forecast

Figure 2: FDM's sales of cereal bars and granola bars, at current prices, 2004-14

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Million \$	1,129	1,224	1,376	1,593	1,630	1,680	1,780	1,914	2,079	2,242	2,405
% change	-	8.5	12.4	15.8	2.3	3.1	6.0	7.5	8.6	7.9	7.2
Index (2004 = 100)	100	108	122	141	144	149	158	170	184	199	213
Index (2009 = 100)	67	73	82	95	97	100	106	114	124	134	143

Figure 3: FDM's sales of cereal bars and granola bars, at inflation-adjusted prices, 2004-14

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Million \$	1,296	1,360	1,401	1,667	1,640	1,640	1,640	1,640	1,640	1,640	1,640
% change	-	4.9	0.9	12.6	-1.6	0.0	0.0	0.0	0.0	0.0	0.0
Index (2004 = 100)	100	105	114	126	124	124	124	124	124	124	124
Index (2009 = 100)	77	81	88	100	97	97	97	97	97	97	97

There is also a **Navigate to Section** data field with a drop-down menu. This menu has the same selections as the headings in the menu column. Clicking on one of these selections will open that section of the report.

- ▶ Contents
- Report homepage
- Research Methodology
- View tables
- Contents
- Scope and Themes
- Executive Summary
- Market Size and Forecast
- Competitive Context
- Segment Performance
- Segment Performance—Granola Bars
- Segment Performance—Breakfast/Cereal/Snack Bars
- Segment Performance—Other Snack Bars
- Retail Channels
- Retail Channels—Supermarkets
- Retail Channels—Drug Stores and Mass
- Retail Channels—Natural Supermarkets
- Market Drivers
- Leading Companies
- Brand Share—Granola Bars
- Brand Share—Breakfast/Cereal/Snack Bars
- Brand Share—Other Snack Bars

Contents Selection

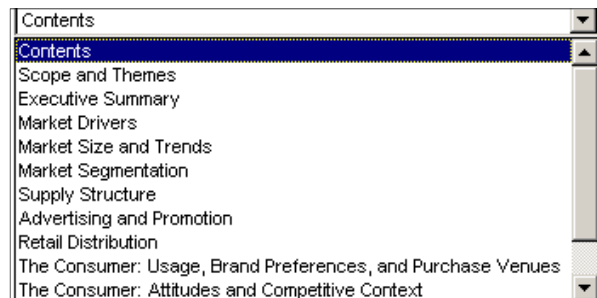
Clicking on the **Contents** selection in the Report Homepage Contents Menu Column will open the *Table of Contents* page. This page has listings of all the sections and subsections of the



report. The main headings correspond to the selections in the Contents Menu Column. Clicking on a report section or subsection selection will open a page with the desired selection.

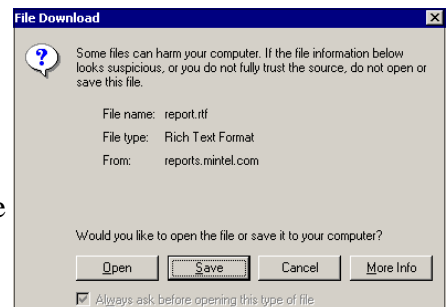
The **Contents** data field has a drop-down menu that has the same selections as the main sections in the menu column.

There are three links near the top of the page that allow you to download the page in rich text format (**Download as RTF**), download the page in a zip file (**Download as Zip**), or **Print** the page. Clicking on one of the download links will open the *File Download* window. This window gives you the options to either **Open** the file or **Save** it.

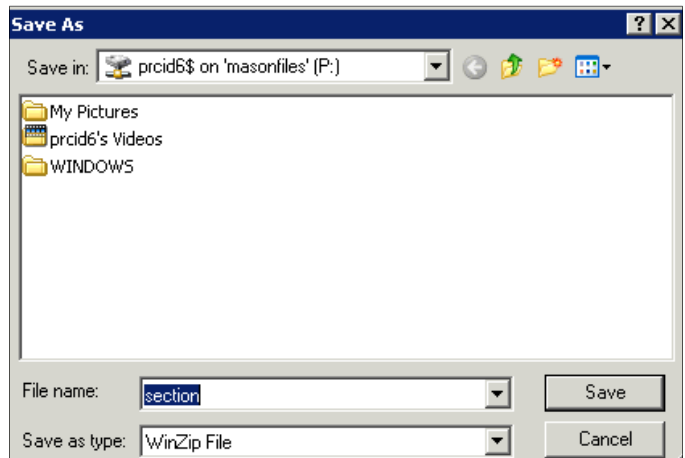


Clicking on the **Open** button will open the file in Word.

Clicking on the **Save** button will open the *Save As* window. In this window you select the destination drive in the **Save In** data field and name the file in the **File Name** data field. Please note that on the network the USB drive is the U: drive.



When you are ready to save the file, click on the **Save** button and it will be downloaded to your disk.

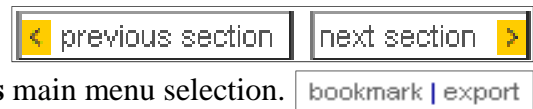


Report Section Selections

Clicking on one of the report section selections (**Scope and Themes, Executive Summary, Market Drivers**, etc. in the example pictured) will open the page for that section.

The screenshot shows the Mintel Oxygen website interface. At the top, there's a navigation bar with 'Home', 'Reports', 'What's Hot', 'News', 'Search', and 'Tools'. The main content area is titled 'Cereal and Snack Bars - US - March 2010'. Below the title, there's a dropdown menu set to 'Executive Summary' and buttons for 'previous section' and 'next section'. The 'Executive Summary' section is titled 'Market at a glance: Momentum lost' and includes a 'bookmark | export' link. The summary text discusses sales trends, economic conditions, and marketing themes. On the left side, there's a 'Search Results' box with a 'prev FIND next' button and a 'highlight on' button.

Each section page has the selected section in full text. Just below the title line are two links that will take you to either the **Previous Section** or the **Next Section**. Below these links are two links that will put the section in the **Export Basket** or **Bookmark** it. Items that are sent to the Export Basket may be viewed by clicking on **Export Basket** in the **Tools** main menu selection.



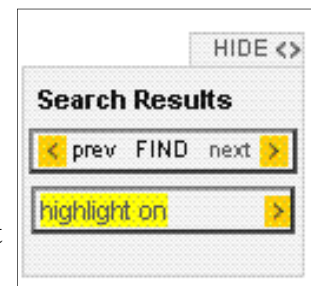
Items that have been bookmarked may be viewed on the *My Profile Info* page. Please go to page 23 for information about the *My Profile Info* page.

When a report is found as the result of a keyword search, the report section page usually will scroll to the first instance of the search term on that page.

A tool box is displayed on the left side of the page, if the report was found using a keyword search. This box will follow the displayed section of page so it is always visible. It will have one or two tools.

The **Find** tool will allow you to go to the previous (**Prev**) or next (**Next**) instance of the search term.

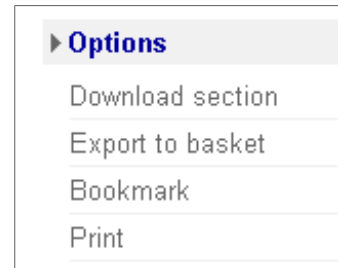
The **Highlight** tool will either turn on the highlight or turn it off. The keyword used in your search will be highlighted throughout the text unless you turn off the highlight tool. The displayed text tells you if it is on (Highlight On) or off (Highlight Off). Clicking on the tool will turn it on or off alternately.



The tool box may be minimized by clicking on the **Hide** link. This will cause it to be minimized to the side of the column. It may be maximized by clicking on the arrow (<>) icons in the minimized box.

The column on the left also has two sections of selections, Options and Report Sections.

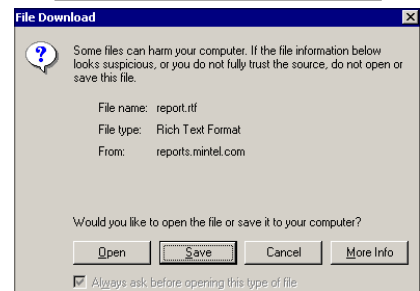
The Options section has four selections, **Download Section**, **Export to Basket**, **Bookmark**, and **Print**.



Clicking on **Download Section** will open the *File Download* window. This window gives you the options to either open the file or save it.

Clicking on the **Open** button will open the file in Word.

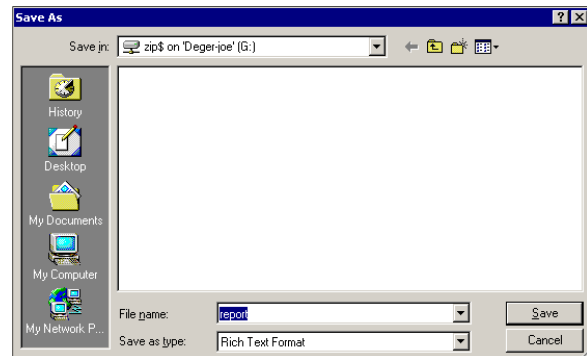
Clicking on the **Save** button will open the *Save As* window. In this window you select the destination drive in the **Save In** data field and name the file in the **File Name** data field. Please note that on the network the USB drive is the U: drive.



When you are ready to save the file, click on the **Save** button and it will be downloaded to your disk.

The **Export to Basket** selection will put that section in the Export Basket. Please go to page 23 for information about the Export Basket.

Clicking on the **Bookmark** selection will bookmark this section for you. Bookmarked items are listed on the *My Profile Info* page. See page 23 for information about the *My Profile Info* page.



The **Print** selection will open the section in a print friendly format. Select the printer and click on the **Print** button to print the section.

The Report Sections section is initially displayed collapsed with no selections.

Clicking on the section title (**Report Sections**) will cause it to open, displaying the various sections of the report. Clicking on a section will display that report section.



Home Menu Selection

Clicking on the **Home** main menu selection will open the *My Reports* page under the **Reports** selection in the main menu. See below for information about the **Reports** menu selections.

If you have designated another page as your home page, you will have that page opened when you select **Home** from the menu.

Reports Menu Selection

Hovering the mouse pointer over the **Reports** menu selection will open the **Reports** drop-down menu with five selections: **My Reports**, **Report Categories**, **Report Subscriptions**, **New Reports**, and **Research Methodology**.

My Reports

Selecting **My Reports** from the **Reports** menu will open the *My Reports* page. The *My Reports* page displays the report ranges included in the Business Library's subscription.

Clicking on a heading will open that heading to display a list of reports included in that heading.

Each report entry includes the title, country and date of the report. Clicking on the title will open the report's *Report Homepage*. See page 9 for information about the *Report Homepage*.

Report Categories

Clicking on **Report Categories** in the Reports menu opens the *Report Categories* page. This page lists the various categories, into which the reports are divided, in a column on the left side of the page.

This page also highlights various new reports and news articles. Clicking on a report title will open that report's *Report Homepage*. See page 9 for information about the *Report Homepage*.

The Report Categories page also has a link that will allow you to set this page as your homepage when logging onto the Mintel Oxygen program.

Clicking on a report category (i.e., Automotive) will open the Report Category page for that selection. This page also lists the various categories as well as various new reports and news articles. These new reports and news articles relate to that specific category. This page also has a link that allows you to set this page as your homepage within Mintel Oxygen.

Report Subscriptions

Clicking on **Report Subscriptions** of the **Reports** menu selection will open the *Mintel reports: USA Homepage*.

The page is similar to the *Report Categories* page. See page 14 for information about the *Report Categories* page.

New Reports

Selecting **New Reports** from the **Reports** menu will open the *Latest Reports* page.

This page highlights some new reports on the left side of the page and lists other new reports in the column on the right. Clicking on a report's name will open the *Report Homepage* for that report. See page 9 for information about the *Report Homepage*.

Research Methodology

The **Research Methodology** selection has a submenu with three selections: **UK Methodology**, **US Methodology**, and **European Methodology**. Clicking on one of these will open the *How It's Done* page. This page gives you a brief description of the research methodology used in the Mintel Oxygen program. The three links, **UK Methodology**, **US Methodology**, and **European Methodology** will open pages with information on the methodology used for the different areas.

What's Hot Menu Selection

Hovering the mouse pointer over the **What's Hot** menu selection will open the **What's Hot** drop-down menu with two selections: **My What's Hot** and **Edit My What's Hot**.



My What's Hot

Selecting **My What's Hot** from the **What's Hot** menu opens the *What's Hot* page. This page lists numerous reports and articles that are recent or deal with "hot topics."

This page can be customized so it will display the types of topics in which you are interested.

The image shows the 'What's Hot' page. At the top, there is a 'What's Hot' header with a 'set as homepage' link. Below the header, there is a 'My What's Hot (null)' section with a list of categories: Automotive, Beauty and Personal Care, Eating Out, Fashion, Financial Services, Food and Drink, Health and Wellness, Household, Leisure and Entertainment, Lifestyles, Technology, and Travel. The main content area is divided into several sections: 'Fitness clubs as wellness centers', 'Kids of unmarried parents tend to have greater influence over purchases', 'Back-to-school retail leaders emphasized value, used social media and mobile in 2010', 'Electricity markets poised for innovation as competition spreads', 'Chips, soda or lipgloss?', 'Vending machines create new opportunities for beauty products', 'Green if you mean it - an update', 'Ice Cream and Frozen Novelties - US', 'Attitudes to Internet Advertising - US', 'Sexual Health - UK', 'Women's Bodycare and Depilatories - UK', 'Marketing to the Modern Family - UK', 'Holiday Shopping - US', 'Vacuums - US', 'Attitudes Toward Independent Restaurants - US', 'Color Cosmetics - US', 'Marketing to College Students - US', and 'Residential Flooring - US'. Each section includes a small image and a brief description of the report or article.

The *What's Hot* page also has a link that will set this page as your homepage whenever you log onto Mintel Oxygen.

Edit My What's Hot

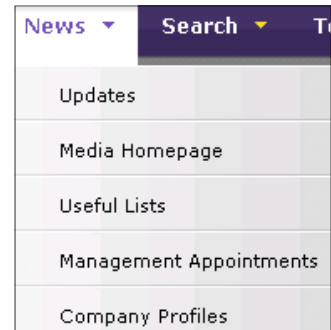
To customize the *What's Hot* page click on the **Edit My What's Hot** selection in the **What's Hot** menu in the header.

This will display the *Create and Edit My What's Hot Page* with a variety of categories. Each topic is in a separate box with links that allow you to set up the reports as you wish.

The image shows the 'Create and edit My What's Hot page'. At the top, there is a 'Create and edit My What's Hot page' header. Below the header, there is a 'Create My What's Hot by checking "Add to My What's Hot" and saving your choices' section. The main content area is divided into several categories: Automotive, Beauty and Personal Care, Eating Out, Fashion, Financial Services, Food and Drink, Health and Wellness, Household, and Leisure and Entertainment. Each category has a list of topics with a small image and a brief description. For example, under 'Automotive', there is a topic 'Why will the electric scooter?' with a sub-topics list: 'Why, oh, check out our cars' and 'Hybrid Luxury: Will it Sell?'. Each topic has an 'Add to My What's Hot' button.

News Menu Selection

Hovering the mouse pointer over the **News** menu selection will open the **News** drop-down menu with five selections: **Updates**, **Media Homepage**, **Useful Lists**, **Management Appointments**, and **Company Profiles**.



Updates

Selecting **Updates** from the **News** menu will open the *News Updates* page.

The *News Updates* page lists news updates that have been recently added to the database. The updates are grouped according to topic. These are: **Company News**, **Market Updates**, **Product Innovation**, and **Advertising News**.

A screenshot of the 'News Updates' page. The page is divided into several sections: 'Latest News', 'Company News', 'Market Updates', 'Product Innovation', and 'Advertising News'. Each section contains a list of news items with a small image and a 'read more' link. The 'Latest News' section includes 'Food inflation slows in July' and 'Women lie about size of their feet'. The 'Company News' section includes 'Co-op bank appoints interim CFO' and 'Northern Rock posts first-half loss'. The 'Market Updates' section includes 'Younger drinkers more likely to go to the pub if it offers traditional games' and '900 complaints about PPI per day'. The 'Product Innovation' section includes 'Footasylum launches Facebook shop' and 'Giovanni Rana to open restaurant in London'. The 'Advertising News' section includes 'Métro extended to Metrolink' and 'Study: 88% of kids' ads feature unhealthy foods'.

Some new articles are listed on the left side of the page.

Clicking on a title in any of the areas will open the pages for that article.

The article page lists the title, source, date and text. There are also links to company profiles and other related articles.

A screenshot of the article page for 'Food inflation slows in July'. The article title is 'Food inflation slows in July' and the source is 'Mintel 03 08 2011'. The article text states: 'Food inflation slowed in July 2011 to 5.2% from 5.7% the previous month. According to the BRC-Nansen Shop Price Index, non-food inflation was unchanged in July at 1.3%. Overall shop price inflation slowed to 2.6% in July from 2.9% in June. BRC director general Stephen Robertson said: "The fall in overall shop price inflation came almost entirely from food. Dood crops of seasonal fresh fruit and vegetables boosting supplies and cheaper animal feed easing the pressure on meat prices were the prime reasons food inflation fell, offering some respite to squeezed household budgets." Figures released by the BRC-Nansen Shop Price Index show food inflation to have jumped to 5.7% in June 2011, up from 4.9% in May, with shop price inflation overall rising to 2.9%, up from 2.3% the previous month, and non-food inflation rising to 1.3%, up from 0.8%. The BRC attributed the higher prices to rising commodity costs.' The article also includes a small image of a hand holding a coin and a 'read more' link.

The **Options** section allows you to download the article, include it in your **Export Basket**, bookmark it, or print it. Please go to page 11 for information about the download functions and page 23 for information about the export function. See page 23 for information about bookmarks.

The **Comment** link will open the *Search Oxygen* page in a new window.

Media Homepage

Clicking on the **Media Homepage** menu selection in the **News** menu will open the *Media Homepage*. This page focuses the marketing information in **Mintel Oxygen** onto one page. The left column lists advertising agencies in

alphabetical order. The alphabet at the top of the column consists of hyperlinked letters that will open a list of agencies starting with the letter selected.

The **Planning and Buying** link at the top of the column will open a new column with a list of companies doing buying and planing operations. To return to the advertising agencies list click on the **Ad Agencies** link at the top of the new column.

Clicking on an agency's name will open a *Company Profile* page for that agency. This page will list the agency's name and basic contact information as well as display links to reports and news articles in a variety of categories. Not every **Company Profile** will have the report and news links.

There are links near the top of the page that allow you to navigate through the list of agencies by clicking on the **next** or **previous** links. Below these links is a row of links that allow you to perform various functions such as downloading, exporting to the Export Basket, Bookmark, printing, and setting the current page as your homepage within the **Mintel** program.

At the bottom of the page is a **Google** data field that has the agency's name entered. Clicking on the **Google Search** button will start a search in **Google** with the agency's name as the search term.

The rest of the *Media Homepage* has links to reports and articles grouped into topics such as

New Campaigns, Agency News, Management Appointments, Industry News, and Account Gains/Losses.

Clicking on a link will open a page with the text of the article displayed.

This article page is similar to the article pages displayed under the **News** main menu selection. See page 17 for information about the article page.

New Campaigns | **'Colorado Day' spurs intense fare competition from airlines** | < previous | 3 of 1000 | next >

Source: **USA Today** 01.08.2011
US 01.08.2011

The latest fare sale in Denver in honor of "Colorado Day" has caused a battle between airlines for the lowest possible cost.

Denver is a major hub for airlines like **United**, **Frontier** and **Southwest**, which has set the stage for intense competition in the city.

"Colorado Day," which commemorates the state joining the U.S. as the 36th state on August 1, 1876, has become the latest platform for airlines to compete for business. Both **Frontier** and **Southwest** launched fare sales for flight to and from Denver.

Frontier lowered fares on its Denver-Albuquerque route to just \$9.99 each way, which comes out to just \$33.98 round trip after taxes and fees. The fare is good for travel on Tuesdays, Wednesdays and Saturdays, and offerings extend through mid-December. **Southwest** matched the fares by dropping its prices to \$9 each way, but travel is only good on Tuesdays and Wednesdays.

The airlines have also dramatically dropped fares to other cities in honor of the holiday, and are even offering deals on non-Colorado routes.

Tickets for **Frontier's** sale must be purchased by August 3, while **Southwest** customers have until the end of August 1.

Options

- Download article
- Export to basket
- Bookmark
- Comment
- Print

Company Profiles

- Frontier Airlines Inc.
- Southwest Airlines Co.
- UAL Corporation (United Airlines)

See Also

- Airlines - US - June 2011
- US Youth Travel Market - February 2011
- Baby Boomers and Vacation - US - December 2010
- US Travel Market - January 2010

Useful Lists

The **Useful Lists** selection in the **News** menu will open the *Useful Lists* page. This page has a number of links grouped into topics, including **Financial Services**, **Eating Out**, **Health and Wellness** and many more.

Clicking on a link will open an article page.

Useful Lists

Financial Services

- UK banks are the fifth most profitable in the world
- Corby is Britain's repossession capital
- What people insure
- Ford Transit is Britain's most stolen vehicle
- Aviva focuses on health for social media push

Food and Drink

- Jeffrezi now Britain's favourite curry dish
- Digestive voted Britain's most popular biscuit
- Top household goods 'investments' for the homedulgent consumer
- Best budget eateries in Bradford
- Breakdown of wedding costs, based on Brides readers' average spend of £24,669

Technology

- Most useless gadgets
- Nokia to put its marketing muscle behind core brand
- The UK is the world's fifth biggest media and entertainment market
- Nokia in numbers
- Multichannel retail driving mobile search growth

Beauty and Personal Care

- Most useless gadgets
- Summer 2011's best herb-based and natural beauty products
- Jemma Kidd's Ten Top Summer Festival Beauty Essentials
- Top skincare products for fifty-somethings, as voted by Beauty Bible gurus Sarah Strachey and Jo Fairley
- Top skincare products for forty-somethings, as voted by Beauty Bible gurus Sarah Strachey and Jo Fairley

Leisure and Entertainment

- Jeffrezi now Britain's favourite curry dish

Eating Out

- Jeffrezi now Britain's favourite curry dish
- Digestive voted Britain's most popular biscuit
- Top household goods 'investments' for the homedulgent consumer
- Best budget eateries in Bradford
- Breakdown of wedding costs, based on Brides readers' average spend of £24,669

Health and Wellness

- Brides health habits
- Then and Now: Yesterday's and Today's Kids at a (Numerical) Glance
- Percentage of over-45 males who take care of their health
- Percentage of over-45 males who are happy with their lot in life
- What a waste of money

Fashion

- Office fashion faux pas
- Must-visit websites for budget brides
- Top wedding aspects to splash out on vs scrimp
- Breakdown of wedding costs, based on Brides readers' average spend of £24,669
- Top lingerie sets voted by UK men in Brides Magazine Poll

Household

- Most useless gadgets
- Top household goods 'investments' for the homedulgent consumer
- The UK is the world's fifth biggest media and entertainment market
- Multichannel retail driving mobile search growth
- Loft conversations add most value to house price

Retail

- Office fashion faux pas

Management Appointments

The **Management Appointments** selection in the **News** menu will open the *Management Appointments* page. This page has a list of items under the topic of Updates.

Each item is a heading that contains more items within it. Clicking on a heading will open the heading.

When a heading is selected the items contained in it are displayed in a second column.

Clicking on one of these items will

Management Appointments

Updates

- Communications
- Consumer Products
- Finance & Economy
- Food & Drink
- Miscellaneous
- Public & Professional Services
- Retail
- Transport & Travel

Management Appointments

download rtf | download zip | export | select all | deselect all

Updates

- Communications
- Consumer Products
- Finance & Economy
- Food & Drink
- Miscellaneous
- Public & Professional Services
- Retail
- Transport & Travel

August 2011

- July 2011
- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- January 2011
- December 2010
- November 2010
- October 2010
- September 2010
- August 2010

2011 08 02: Subaru names new chief marketing officer

displaying 1-1 of 1

open it and display the items within it in a third column.

Clicking on an item in the last column will open it in an article page. The article page lists the title, source, date and text.

The screenshot shows a news article with the following details:

- Source:** Advertising Age 29.07.2011
- Date:** US 02.08.2011
- Text:** Subaru of America named Dean Evans as its new chief marketing officer. Evans will officially take the new role on September 7, replacing Tim Mahoney, who left in the spring to work for Volkswagen of America.
- Options:** Download article, Export to basket, Bookmark, Comment, Print.
- Company Profiles:** Aston Martin Lagonda Limited, Jaguar Cars North America, Land Rover North America, Inc., Subaru of America, Inc., Volkswagen of America, Inc.
- See Also:** Digital Media Marketing in the Automotive Industry - US - February 2011

The Options section allows you to download the article, include it in your Export Basket, bookmark it, or print it. Please go to page 11 for information about the download functions and page 23 for information about the export function.

The **Comment** link will open the *Search Oxygen* page.

Company Profiles

The **Company Profiles** selection in the **News** menu will open the *Companies* page. This page has a list of items under the topic of Updates.

Each item is a heading that contains more items within it. Clicking on a heading will open the heading.

When a heading is selected the items contained in it are displayed in a second column.

Clicking on one of these items will open it and display the items within it in a third column.

In the example pictured, the *Companies* page is displayed and **Leisure General** has been selected in the first column. **Health and Fitness Clubs** has been selected in the second column and the companies in the third column are the items contained in it.

Clicking on a company name will open a *Company Profile* page. See page 18 for information about the *Company Profile* page.

The screenshot shows the 'Companies' page with a list of categories under 'Updates':

- Advertising/Marketing Agency
- Financial services
- Leisure general
- Manufacturing (food and drink)
- Manufacturing (non-food)
- Miscellaneous services and other
- Publishing and broadcasting
- Regulatory Body
- Restaurants, pubs, catering
- Retailer
- Trade Association

The screenshot shows the 'Companies' page with a list of companies under 'Updates':

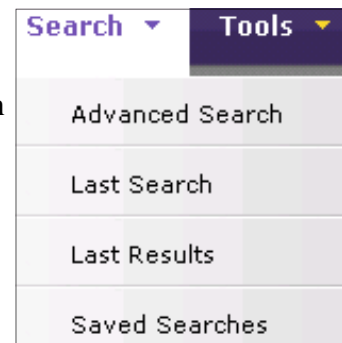
- Advertising/Marketing Agency
- Financial services
- Leisure general
- Manufacturing (food and drink)
- Manufacturing (non-food)
- Miscellaneous services and other
- Publishing and broadcasting
- Regulatory Body
- Restaurants, pubs, catering
- Retailer
- Trade Association
- Transport, travel, holidays
- Gaming
- Health and fitness clubs
- Miscellaneous leisure
- Specialist sports
- 24 Hour Fitness Worldwide, Inc.
- Aquatica Leisure
- Avalon Leisure Ltd
- Daily Total Fitness Holding Corporation
- Bannatyne's Health Club
- Bexley Community Leisure Ltd [Leisure Link]
- Blue Tanning & Beauty Ltd
- Brook Community Sports
- British International Spa Association
- British Military Fitness
- Canonn Health and Fitness Ltd
- CCL Leisure Ltd
- Champsneys Health Resorts
- Community Leisure Centres Ltd
- Crown Sports plc

The screenshot shows the 'Bexley Community Leisure Ltd [Leisure Link]' company profile page with the following details:

- Head Office:** Little Bowbrook, Walton Road, Harbury, Worcs, DY10 4JA, http://www.leisure-centre.com/
- Website:** http://www.leisure-centre.com/
- Phone:** +44 (0) 1299 253400
- Fax:** +44 (0) 1299 253444
- Sector:** Health and fitness clubs
- Country:** UK

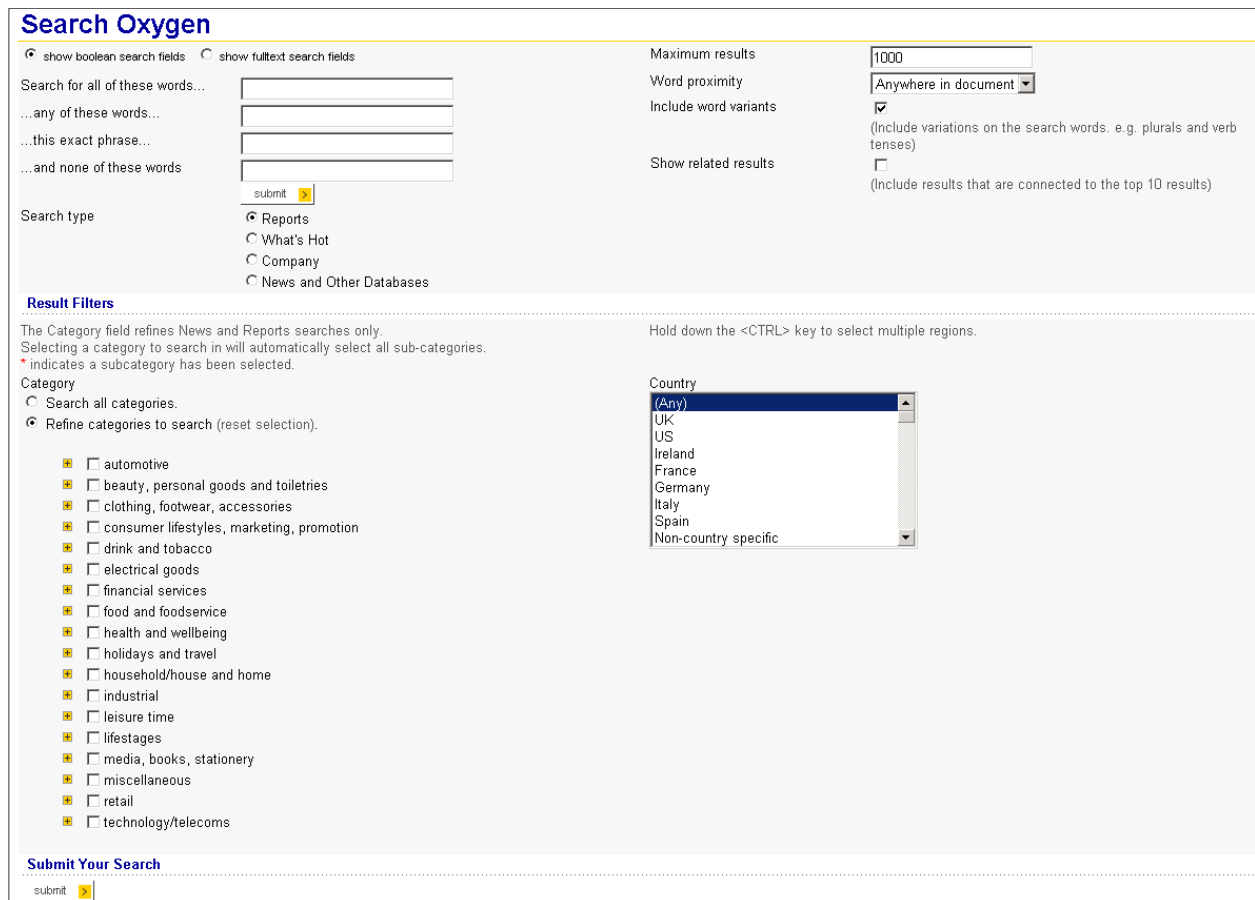
Search Menu Selection

Hovering the mouse pointer over the **Search** menu selection will open the **Search** drop-down menu with four selections: **Advanced Search**, **Last Search**, **Last Results**, and **Saved Searches**.



Advanced Search

Selecting **Advanced Search** from the **Search** menu will open the *Search Oxygen* page. This page allows you to set up searches with a

A screenshot of the 'Search Oxygen' search interface. The page is divided into several sections. At the top, there are radio buttons for 'show boolean search fields' (selected) and 'show fulltext search fields'. Below this are four text input fields for search terms, with a 'submit' button. To the right, there are settings for 'Maximum results' (1000), 'Word proximity' (Anywhere in document), 'Include word variants' (checked), and 'Show related results' (unchecked). Below these is a 'Result Filters' section with a note about category selection and a list of categories with checkboxes. A 'Country' dropdown menu is open, showing options like '(Any)', 'UK', 'US', 'Ireland', 'France', 'Germany', 'Italy', 'Spain', and 'Non-country specific'. At the bottom, there is a 'Submit Your Search' section with a 'submit' button.

variety of criteria.

The top section has two columns. The left column has four data fields where you may enter search terms. You may select the type of search from the four selections in the Search Type area: Reports, What's Hot, Company, and News and Other Databases. To select one of these options click on the radio button next to your selection.

The right column allows you to determine the maximum results, where the search terms are in the document, whether the search should include variants of your search term, and whether to include related results.

The Result Filters section allows you to pick the categories and countries to search.

Once you have made your selections and entered a search term you may begin the search by clicking on one of the **Submit** buttons. The results will be displayed on a *Search Results* page. Please see page 7 for information about the *Search Results* page.

Last Search

Clicking on the **Last Search** selection of the **Search** menu opens the *Search Oxygen* page with the information from the last search made entered into the data fields. This allows you to make a new search based on the previous search but changing only one or two items instead of recreating the entire search. See page 21 for information about the *Search Oxygen* page.

Last Results

The **Last Results** selection on the **Search** menu opens the *Search Results* page from the last search performed. This allows you to revisit the results of your last search in case you followed a lead into an extensive trail of links and wanted to return to your search results and start another avenue of research. Please see page 7 for information about the *Search Results* page.

Saved Searches

The **Saved Searches** selection of the **Search** menu opens the *Saved Searches* page. This page lists all searches you have saved. The list is in five columns, the first column is the name of each search.

The second column has an **Edit** icon for each row. Clicking on this icon will open the *Search Oxygen* page with the original criteria entered. You may modify the criteria and re-run the search. See page 21 for information about the *Search Oxygen* page.

Saved Searches				
General Motors			set as homepage	run
Gillette			set as homepage	run
Gillette Refined			set as homepage	run
Kellogg			set as homepage	run

The third column has a **Delete** icon for each row. Clicking on this icon will delete the saved search in that row.

The fourth column indicates whether the search is set as your homepage. The link **Set as Homepage** indicates that that search is not set as the homepage. Clicking on this link will set the search as your homepage within the Mintel Oxygen program. Once a search has been set as the homepage the link is changed to **Clear From Homepage**. Clicking on the link will remove that search as your homepage within the Mintel Oxygen program.

The last column allows you to rerun the saved search. Clicking on the **Run** link will run the search with the results displayed in a *Search Results* page. See page 7 for information about the *Search Results* page.

Tools Menu Selection

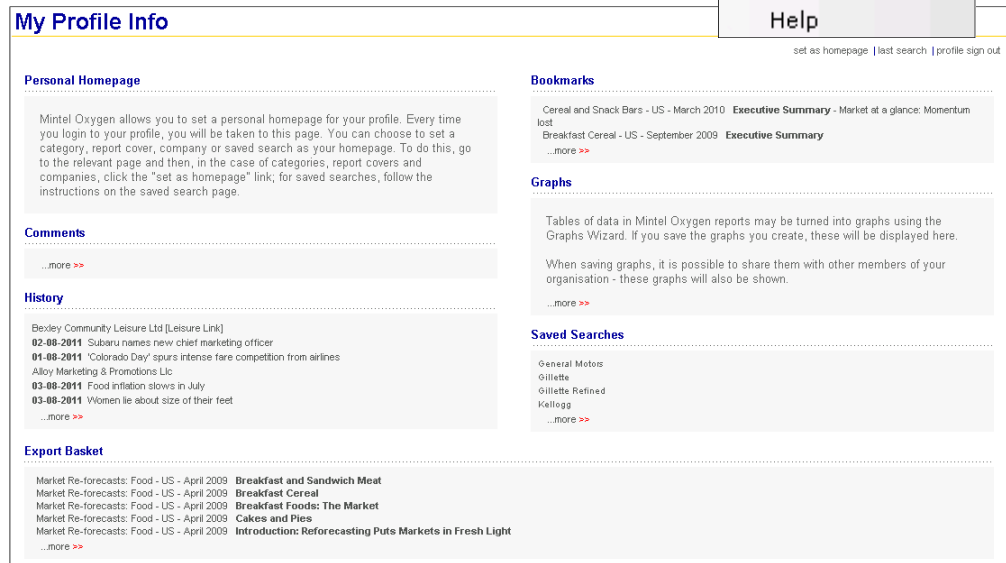
Hovering the mouse pointer over the **Tools** menu selection will open the **Tools** drop-down menu with four selections: **My Profile**, **My Account**, **Export Basket**, and **Help**.



My Profile

Selecting **My Profile** from the **Tools** menu will open the *My Profile Info* page.

This page has a general summary of your personal profile as set up in Mintel Oxygen. Items that have been bookmarked (if any) will be displayed in the Bookmarks section of this page.



There are also lists of items in the Export Basket and your Saved Searches.

My Account

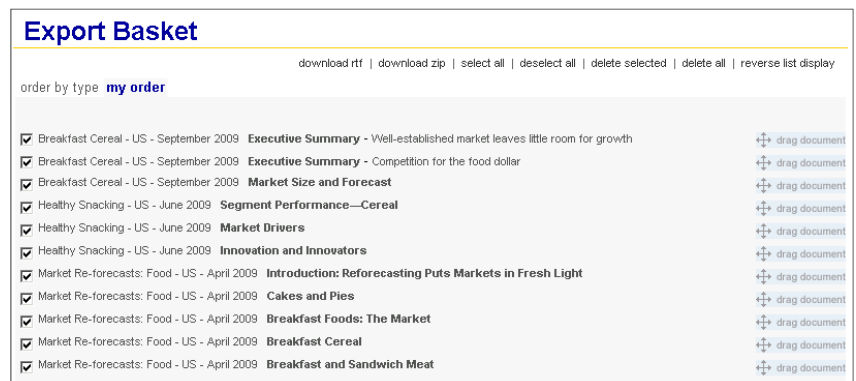
The **My Account** selection opens the *My Info* page. This page displays your user profile and allows you to change your password. To change your password click on the **click here to change password** link. When two new data fields appear, enter the new password twice, once into each **Change Password** data field and click on the **Save Changes** button.



Export Basket

Clicking on the **Export Basket** selection in the **Tools** menu will open the *Export Basket* page. The Export Basket is populated by items that you select on the Report Section pages and other pages throughout the program with links or selections for **Export**.

The Export Basket can be used to collect a variety of items (report sections, news updates, or other data) related to your research. With the Export Basket populated with the items you selected from the various sections of the database you may now perform functions on the items as a group instead of one at a time.



Functions may be performed on these items by using the links in the menu bar near the top of the page. The links are **Download rtf**, **Download zip**, **Select All**, **Deselect All**, **Delete Selected**, **Delete All**, and **Reverse List Display**.

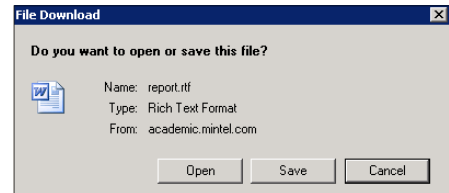
The Export Basket page is first displayed with all items selected (a check mark appears in each check box). Only those items that are selected can have functions performed on them (except the **Delete All** link – this link will remove all items whether they are selected or not).

The **Select All** link will put a check mark in all check boxes while the **Deselect All** link will remove any checkmarks from all check boxes.

The **Delete Selected** link will delete any selected items from the Export Basket.

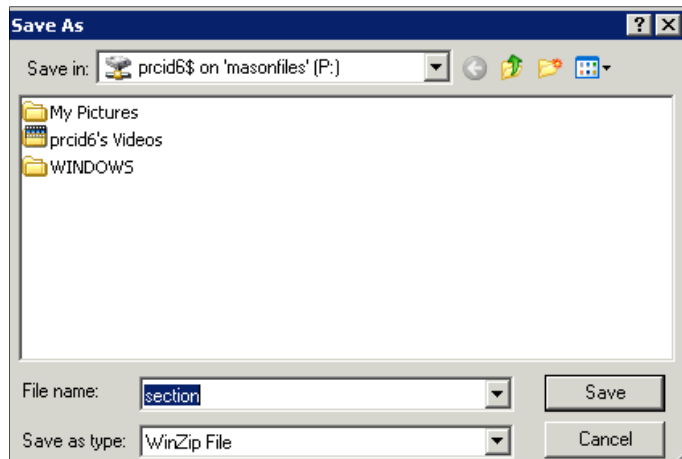
Clicking on **Delete All** will remove all items from the Export Basket.

The **Download rtf** and **Download zip** links will download the selected items in either a text (rtf) or compressed file (zip) format. Clicking on one of the download links will open the *File Download* window. This window gives you the options to either **Open** the file or **Save** it.



Clicking on the **Open** button will open the file in Word.

Clicking on the **Save** button will open the *Save As* window. In this window you select the destination drive in the **Save In** data field and name the file in the **File Name** data field. Please note that on the network the USB drive is the U: drive.



When you are ready to save the file, click on the **Save** button and it will be downloaded to your disk.

The **Reverse List Display** link will reverse the order of the items in the Export Basket.

Beside each entry, in a column on the right side of the page, is a **Drag Document** link. Clicking and holding on this link allows you to move the various items into the order you want.



There are two other links displayed above the list of items. These are **Order by Type** and **My Order**. The **My Order** option is the default display when the page first opens. Clicking on **Order By Type**

will change the display to group the items into the original reports in which they were contained. Each



report name has a plus icon next to it. Clicking on this icon will open the report to display the section(s) that are in the Export Basket.

Help

Clicking on the **Help** selection in the **Tools** menu will open the *Your Quick Start Guide to Mintel Oxygen* page. This page has some contact information. If you need assistance with this program please contact a member of the Business Library staff. If the company must be contacted the staff will do this.

There is also a **Quick Start Guide** link that will open a four page PDF file in a new window.

Your Quick Start guide to Mintel Oxygen...

We've created a 'Quick Start' guide to help you find your way around the new system, and ensure that your transition to Mintel Oxygen Academic runs as smoothly as possible.

Simply click on this link to get started:

- [Quick Start Guide](#)

Should you need help with any aspect of Mintel Oxygen, please contact us using the details below.

London **Chicago**

switchboard: (0)20 7606 4533 312 932 0400

sales hotline: (0)20 7606 6000 312 932 0400

fax: (0)20 7606 5932 312 932 0469