RECALL EXERCISE

Which brands of juice have you purchased in the past 30 days? Past 3 months? Past 12 months?
The validity and reliability are dependent on the respondent and his or her level of:

- Recall Abilities
- Honesty
- Introspectiveness
- Interpretation
- Social Desirability Bias
Knowing specific demographic and behavioral aspects of a respondent allow you to take out the uncertainty and increase specificity…

- **Demographics** (age, gender, location, HHI, education, etc.)
- **Shopping Behaviors** (stores visited, frequency of visits, time of visit, average items purchased, average amount spent, etc.)
- **Purchase Behaviors** (common items purchased, last known purchase date, purchase history - including competitive purchases, etc.)
Opportunities to append primary research data with Big Data include:

- Repeat Purchase
- Increased Purchase Frequency
- Impact on Basket
- Change in Retailers
- Longitudinal Changes
Business Question: Given the trend of whole fat is good fat, what is the role of 0% and 2% Greek varieties in our portfolio?

Challenge: Consumers are typically unaware of the milkfat percentage

- Recruited consumers who purchased 0% and/or 2% varieties
- Surveyed on perceptions and loyalties across varieties
- Layered results with known purchase behaviors and frequencies
- Captured unique attributes underlying purchase and consumption behaviors

Result: Clarified the role of 0% and 2% in portfolio allowing positioning and innovations to be proactive, rather than reactive
Business Question: What is the in-market response to re-designed packaging?

Challenge: Niche consumer base due to fairly limited distribution

- Recruited consumers who purchased product since new packaging rollout
- Surveyed on clarity and resonance of benefits on the new packaging
- More impactful and insightful responses due to previous product experience

Result: Confirmed where things are on track and identified watch-out areas based on feedback from actual purchasers
TILLAMOOK TAKEAWAYS
UNLOCKING UNEXPECTED INSIGHTS

• Finding a needle in a haystack of buyers
  – Important for our regional brand
  – Cost effective and fast

• Understanding real-time attitudes towards purchases and products
  – Reduces recall issues
  – Can tie insights to various data points post-purchase

• Understanding latent drivers of purchase behavior
Tillamook’s survey results could also be layered with...

- Initial usage and adoption
- Cannibalization impact
- Ability to steal share from competitors
- Basket makeup
- Frequency and location of purchase
QUESTIONS?