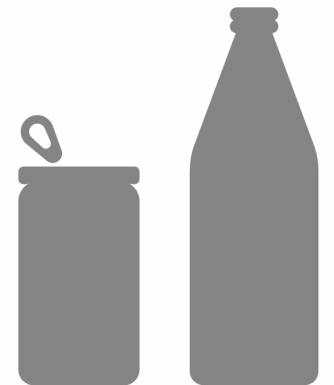


Fast-Loop Learning: Cans to Bottles in 15 Days

THE Y CONFERENCE

March 9, 2021



The Initial Challenge

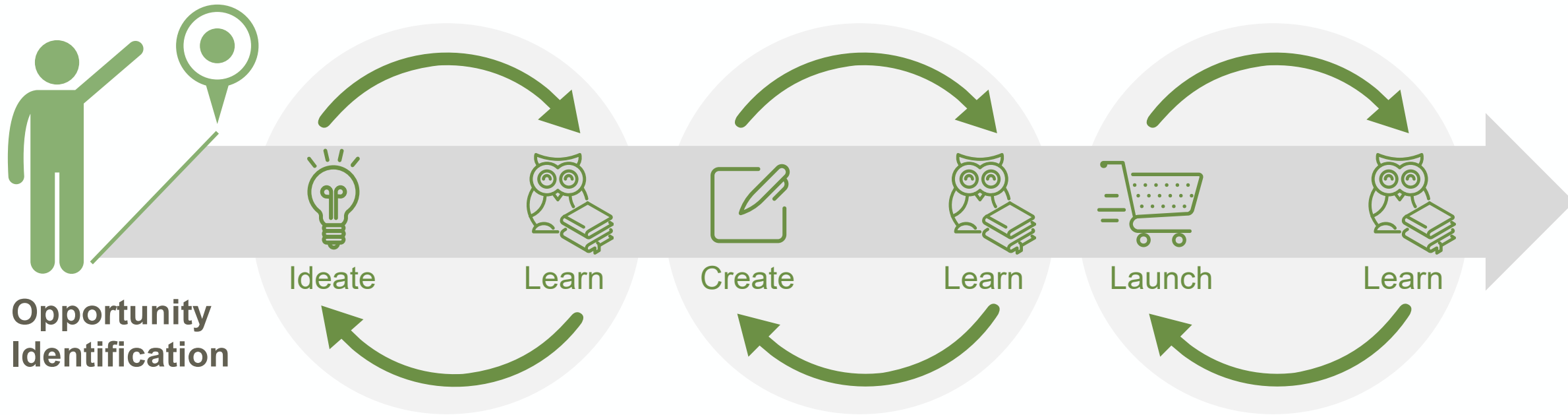




Let's Turn Back Time



AGILE LEARNING LOOPS



—— TYPICAL AGILE FMOT LEARNING ——



1 - 2 Days in Store with Shoppers



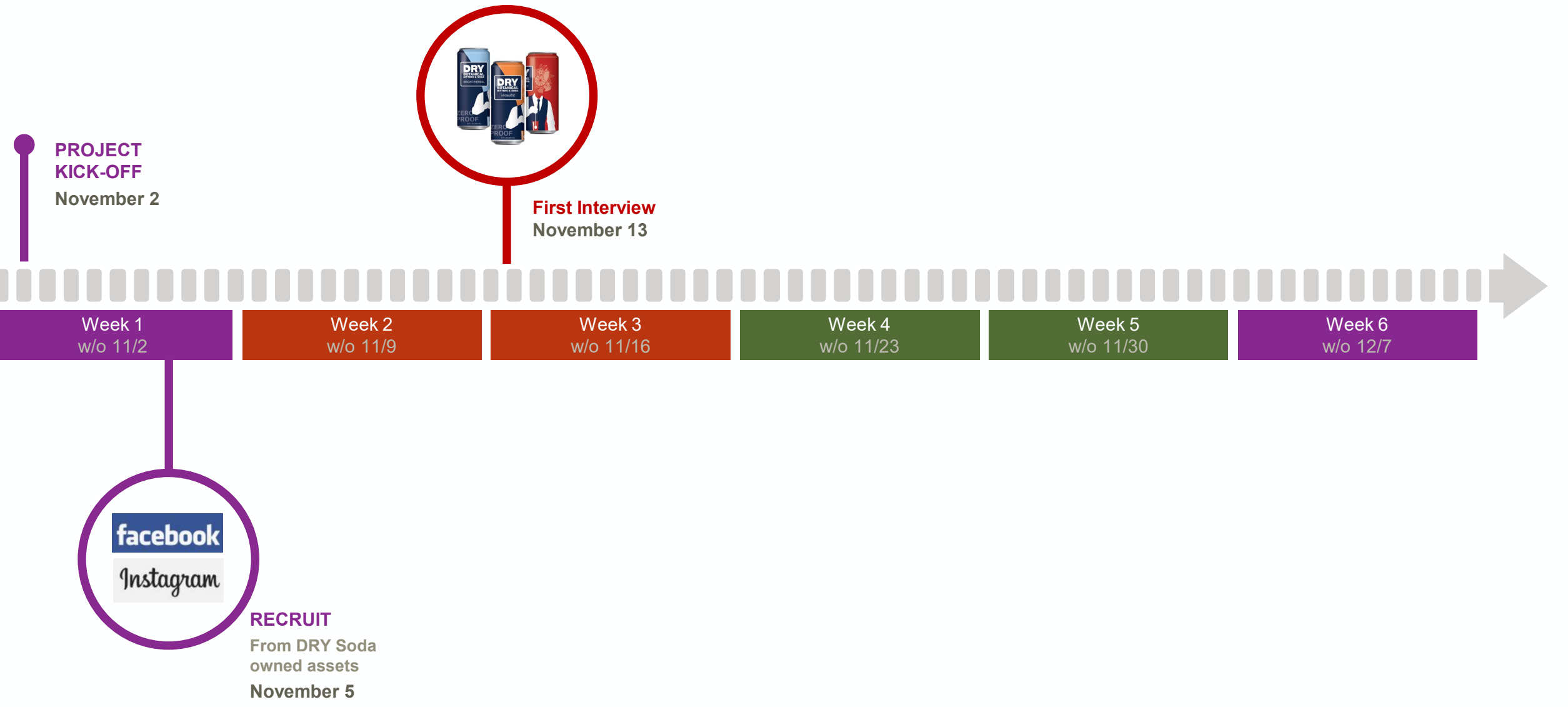
In-person Debrief

REAL WORLD

- ❑ In-Store / At Shelf
- ❑ Combination of real-world shoppers and pre-recruited
- ❑ ~3 Weeks
- ❑ 1 - 2 days in store
- ❑ Typically, one market

VIRTUAL

- ❑ Simulated Shelf
- ❑ Pre-recruited "shoppers"
- ❑ ~3 Weeks
- ❑ Flexible scheduling
- ❑ Geographically dispersed





STOP-ability

FIRST Moment of Truth

SHOP-ability



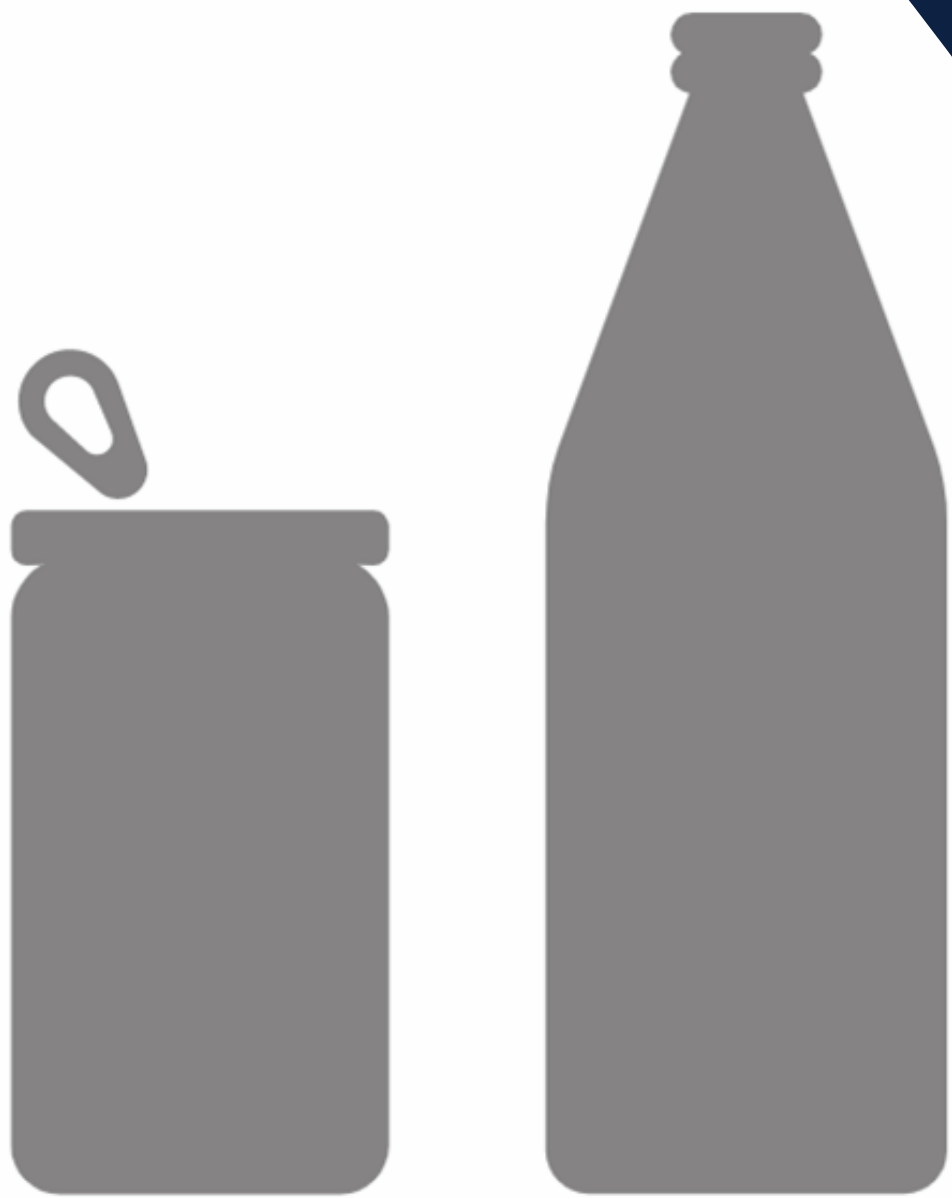
COMPETITIVE COMPARISON



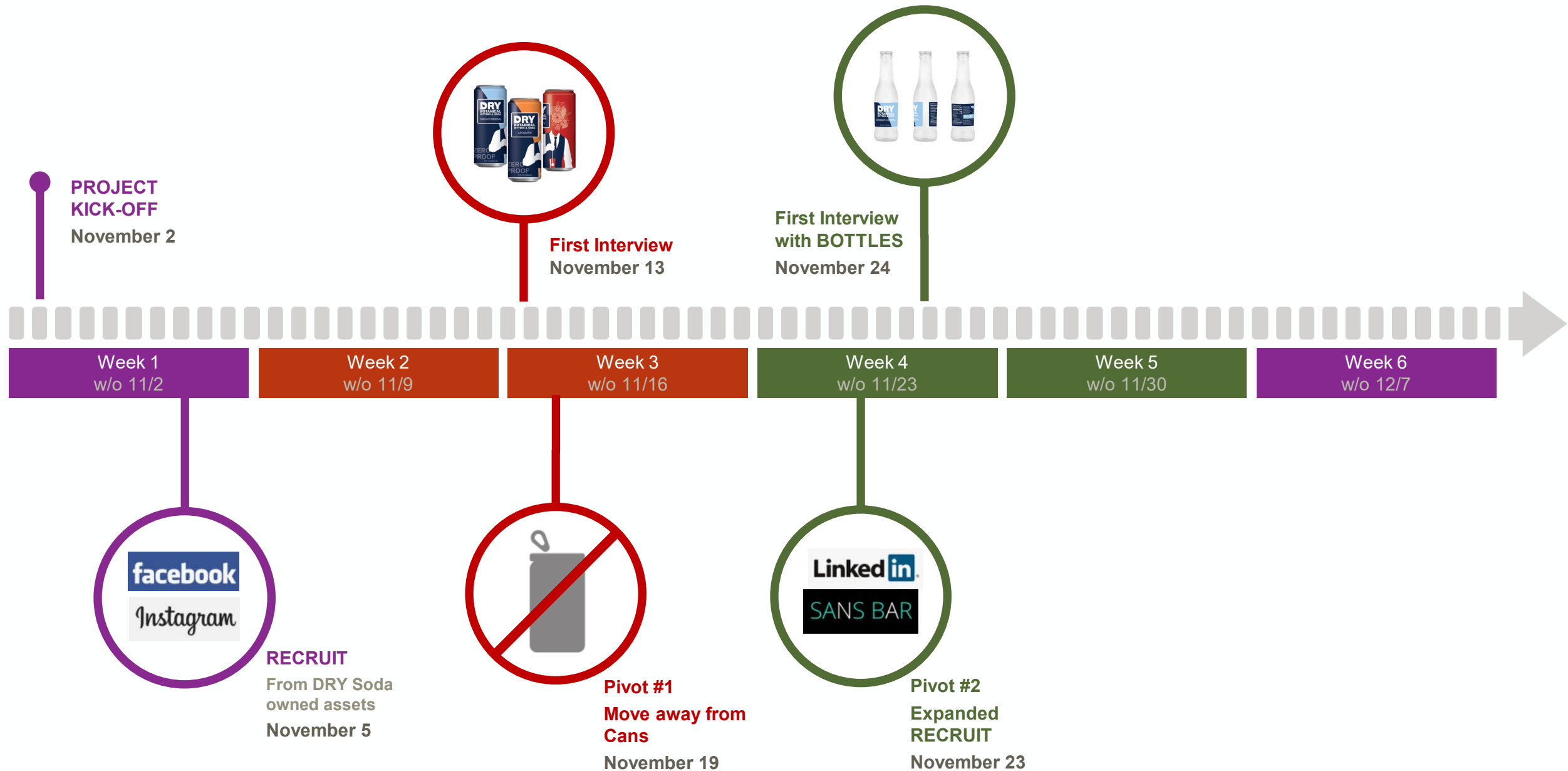


SECOND Moment of Truth





**FORCED
PIVOT**



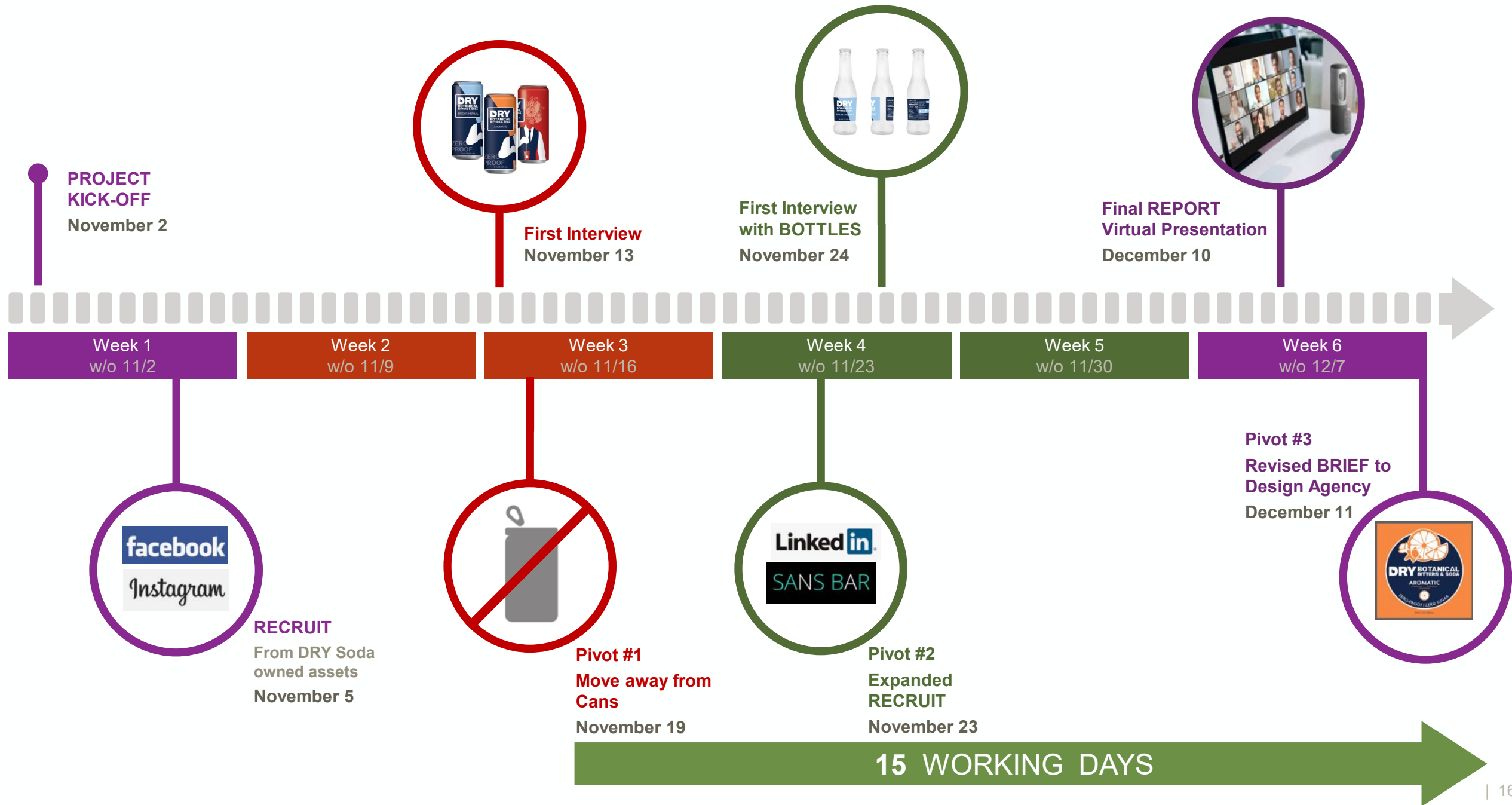


Bottles



PACKAGE FORMAT & DESIGN EVOLUTION







VIRTUAL

- ☐ Simulated Shelf
 - STOP-ability
 - SHOP-ability
- ☐ Second Moment of Truth Bonus
- ☐ Real-time Pivots
- ☐ 6 Weeks
- ☐ Geographically dispersed

THANK YOU!



Julie Rose

julie.rose@SIVOInsights.com



Betsy Frost

betsy@drysoda.com

