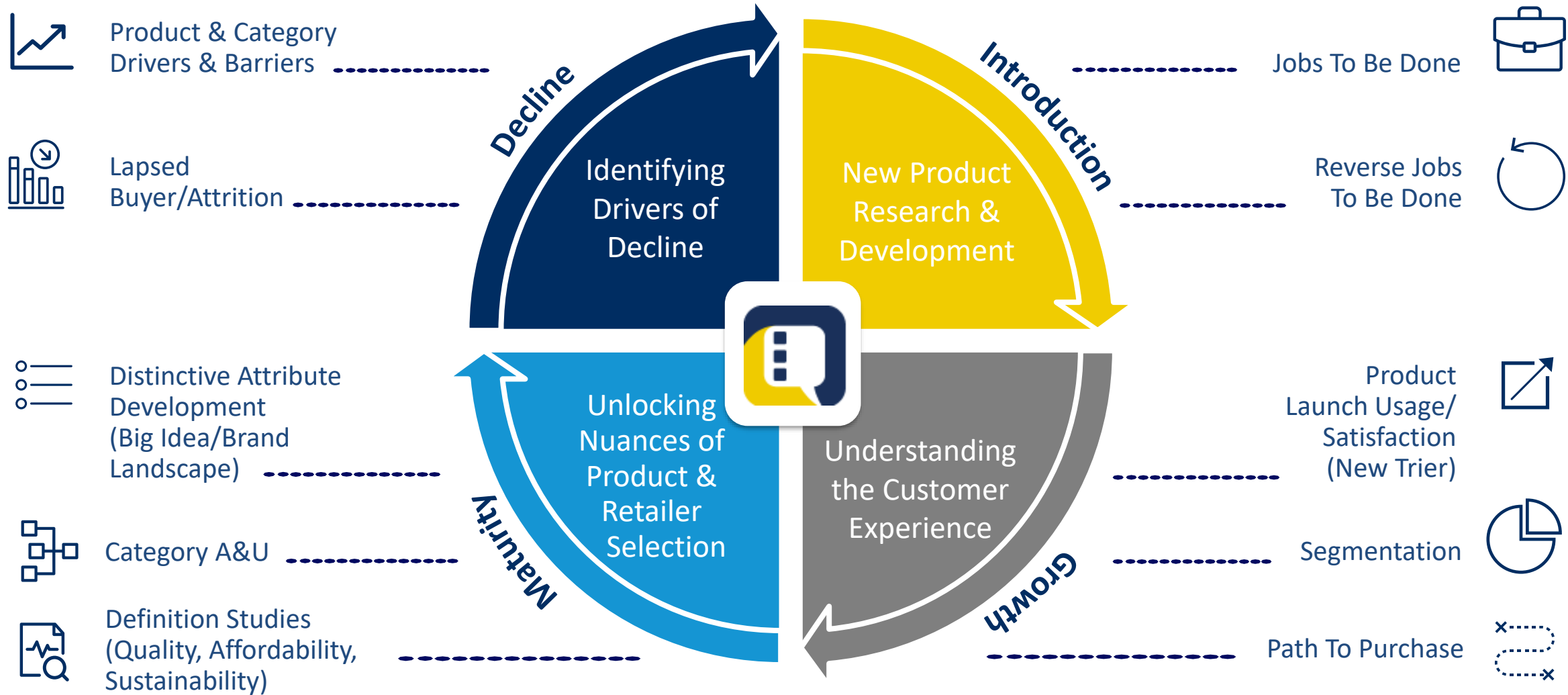




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INSIGHTS + STRATEGY  
Better Together

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## BACKGROUND

Clorox recently acquired Nutranext, a health and wellness company which manufactures and markets leading dietary supplement brands. One of those brands is NeoCell, a collagen based hair, skin and nail beauty supplement

## CHALLENGE

In order to inform the future product pipeline and provide guardrails for communication, NeoCell initiated this research to understand all of the jobs consumers are “hiring” collagen and other beauty supplements for, as well as to understand where the consumer might be open to substituting collagen for a current product within their health and beauty routine

## OBJECTIVE

The core objective was to capture and understand the full need states and jobs for collagen and other supplements within the health and beauty category

### Specifically to:

- Inform the future product pipeline
- Provide communication guardrails
- Understand all jobs consumers are hiring collagen for
- Understand openness to substitutions

## DESIGN

Hybrid Quantitative/Qualitative design

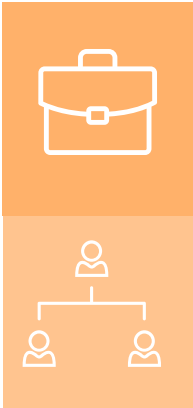


**200 – 30-minute mobile interviews** to identify and explore jobs utilizing Quester’s AI moderator

Subset of Jobs identified in Phase 1 were the focus of Phase 2

**500+ ONLINE INTERVIEWS** to understand marketplace and size jobs

## THE RESULTS



Approach provided **more confidence** and **more nuance** with the jobs than a traditional approach

Original lens was **to identify innovation pillars** but it went much deeper to inform and guide:

### Sales Teams

- Shelf product placement
- Assortment
- Shopper insights

### Marketing Teams

- How to organize the product pillars
- Merchandising events
- Online influencers and targeting

## THE ADVANTAGE



- ✓ Quantitative sample size
- ✓ Open-ended topics moderated by artificial intelligence
- ✓ Linguistic analysis

# CASE STUDY: Jobs To Be Done



**CLIENT** The Hershey Company

**CHALLENGE** To reframe snacking not as just buying products but rather as hiring a service to fulfill a job requirement — something that has clear criteria for hiring and firing a solution and clear specifications for fulfillment

**OBJECTIVE** To better understand the job that aspiring millennials and busy moms expect snacking to do and to deeply understand their in-the-moment snacking experiences

As a test, Hershey's replicated a qualitative, in-person interview study they had done previously to determine whether they could uncover the same jobs with the same level of confidence. Their first study included 16 IDIs; with Quester they conducted 205 IDIs

**DESIGN** HYBRID QUANTITATIVE/QUALITATIVE DESIGN



**205 MOBILE INTERVIEWS WITH ARTIFICIAL INTELLIGENCE MODERATOR**

Buyers typed answers to open ends into a chat interface; probed once per topic (on average)



**QUANTITATIVE AND LINGUISTIC ANALYSIS** conducted by Quester's research team

## THE RESULTS

3X



**Three times** as many Jobs were identified in the Quester study



The **larger sample size** gave Hershey **greater confidence** the identified jobs were the ones they should focus on



The **cost per interview was significantly less**, and they gained far more insights to test in subsequent quantitative stages

## THE ADVANTAGE



- ✓ Quantitative sample size
- ✓ Open-ended topics moderated by artificial intelligence
- ✓ Linguistic analysis

**HERSHEY**  
THE HERSHEY COMPANY

**CLIENT** Kellogg's



**CHALLENGE** Kellogg's was stuck in a rut trying to identify a new and compelling way to talk about "100% real cheese" for the Cheez-It brand. While the existing campaign had a successful run for 11 years, nearly all competitors had followed suit and were making the same claim in their advertisements. Kellogg's goal was to shift away from a product-centric claim to one that was consumer centric

**OBJECTIVE** To understand the existing consumer mindset and emotional connections of **Cheez-It** and competitive brands

- Specifically to:**
- Understand the unique attributes and benefits associated with each brand
  - Explore the differentiating emotions connected to the benefits and brand overall
  - Determine the way each brand fits within the category and what space they own

**DESIGN** Hybrid Quantitative/Qualitative design

**3,800 ONLINE and MOBILE INTERVIEWS ACROSS 6 BRANDS UTILIZING QUESTER'S AI MODERATOR**  
All respondents were verified purchasers identified through a partnership with Numerator's (InfoScout) receipt capture, behavioral panel

**QUANTITATIVE and LINGUISTIC ANALYSIS**  
conducted by Quester's research team

## THE RESULTS



By comparing the Cheez-It mind models vs. the competition, we were able to clearly identify the new, consumer-centric insight of "Cheesy Crunchy Satisfaction"

The "Cheesy Crunchy Satisfaction" campaign was rolled out across all media platforms and via in-store displays. It was further leveraged through a college football bowl game sponsorship

## BUSINESS IMPACT



**The campaign featured Kellogg's best performing ad in the brand's history, and vastly outperformed ROI expectations across the board.** What fueled the campaign's success was identifying consumer mind models that clearly articulated Cheesy Crunchy Satisfaction as the strongest emotional benefit

Equity portion of campaign nearly **2X** as effective

TV ROI: + **\$0.30 improvement**

Digital Display ROI: **\$1.23 improvement**

Social ROI: > **\$2.40**  
**300MM** Twitter Impressions

### THE ADVANTAGE

- ✓ Quantitative sample size
- ✓ Open-ended topics moderated by artificial intelligence
- ✓ Linguistic analysis

## CLIENT



## CHALLENGE

In 2012, consumers in the US spent a record \$59.1 billion in a four day period known as Black Friday weekend. Samsung needed to realize the full potential of this shopping phenomenon to differentiate their marketing campaigns and obtain a larger piece of the pie

## OBJECTIVE

Samsung needed to generate different thinking and gain an understanding of consumer attitudes and feelings when purchasing electronics and appliances during Black Friday weekend. The company was tasked with creating a campaign that connected and inspired consumers like never before

## DESIGN

Two-phased approach; hybrid quantitative/qualitative design utilizing Quester’s AI Moderator

### PHASE I



**Phase I: 250 online, qualitative interviews**  
Shopping groups/segments were clearly identified, and the analysis provided a framework for the best way to communicate with each one, based on their unique needs – and using their own words to frame communication

### PHASE 2

**Phase II: quantitative sizing research** Leveraging the analysis and results from Phase I, a typing tool was developed grounded in the consumer language. Starting with the consumer-voiced needs allowed the Phase II project to be much more granularly targeted

## THE RESULTS



The research identified three key market segments (Deal Drive Experience Haters, Black Friday/Cyber Monday Experience Lovers, and Price Focused Experience Lovers). The insights gathered from consumers in these segments were used to create a robust marketing plan and develop the creative execution of Samsung’s Black Friday campaign

## BUSINESS IMPACT — RECORD-BREAKING SALES



**Samsung e-commerce sales in the first two days of the holiday shopping season increased 800% year over year (2012 to 2013)**

The increase was attributed directly to their Black Friday marketing campaign. In 2014, Samsung expanded upon its initial learnings to launch another Black Friday campaign which also far exceeded expectations



### Award-winning research



## THE ADVANTAGE

- ✓ Quantitative sample size
- ✓ Open-ended topics moderated by artificial intelligence
- ✓ Linguistic analysis

# CASE STUDY: Lapsed Shoppers



**CLIENT** Gap, Inc.

**CHALLENGE** Gap and Banana Republic (BR) were experiencing a decline in shopper traffic and sales. Gap had previously generated qualitative insights via traditional, face-to-face focus groups, however, the sample sizes were too small for their executives to make reliable business decisions. Gap had also used full-scale quantitative research to generate the “what” of the data, but that research didn’t extract the deep nuances of “why.” Gap needed a qualitative solution that could be conducted at scale — and in a short period of time

**OBJECTIVE** To more deeply understand the reasons behind shopper departure as well as to quantitatively validate the learnings

**DESIGN** This study focused on re-contacting Gap and BR customers who had lapsed in the past 12-24 months. A discussion guide with content that was 90% qualitative and 10% quantitative was laid out for a **30-minute**, in-depth interview with respondents

## THE RESULTS



Going into the research, the Gap team hypothesized that their problems were largely logistical/operational. **What they discovered was that the attrition was actually due to a brand identity issue tied to the quality, fit and style of their products**

**Setting research into motion:**

**Key attrition drivers, reasons, and reactivation strategies were identified**

Gap **adjusted their strategic focus** from the operational, low-hanging fruit to identifying and offering the products modern customers want

**Product testing** of fit and quality has been **accelerated**

**Training initiative** implemented company wide to design product and store environment from the customer mindset



## THE ADVANTAGE



- ✓ Quantitative sample size
- ✓ Open-ended topics moderated by artificial intelligence
- ✓ Linguistic analysis



**1,785 ONLINE INTERVIEWS WITH LAPSED CUSTOMERS UTILIZING QUESTER’S ARTIFICIAL INTELLIGENCE MODERATOR**



**QUANTITATIVE AND LINGUISTIC ANALYSIS** conducted by Quester’s research team





# BRING US YOUR CHALLENGE



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