

Scintilla Case Study

Georgia-Pacific: Identifying an Inflation-Fighter Pack



Georgia-Pacific

“Scintilla has helped us understand how we gain long-term adoption and where switching happens.”



Sarah Voskamp Brown
Sr. Category Insights Manager
Georgia-Pacific



Scintilla Case Study: Georgia Pacific

The opportunity:

Due to changing consumer behavior, Georgia-Pacific saw a need for an inflation-fighter pack option for price-conscious consumers who want a premium product experience at an opening price point.

The pack had three goals

- Retain households in the category
- Minimize tier trade down
- Create opportunities to drive trade up



25 X 8.5" paper plates



Scintilla Case Study: Georgia-Pacific

The approach: Understand the category



Customer Perception

Actions consumers are taking to offset inflationary pressures

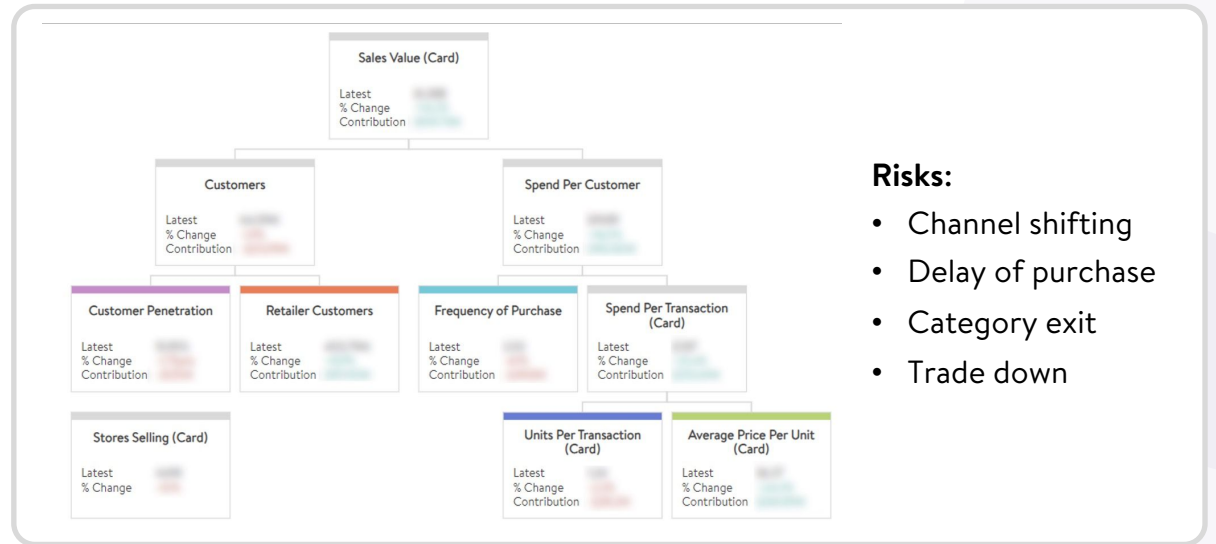


Source: Customer Perception Inflation research May 2022
Sample size 500 – Data cuts for income and category purchase frequency



Shopper Behavior

Performance in Detail:
Total Category



Source: Shopper Behavior Performance in Detail May 2022



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The approach: Understand the consumer

Price-sensitive consumers favored value brands, while upmarket ones favored multipacks in print paper.



Shopper Behavior

Performance in Detail report:
Profile by Consumer Price Index



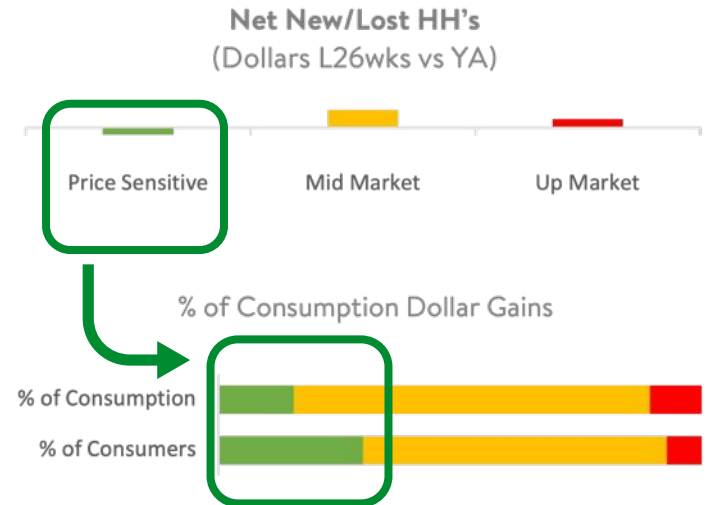
Shopper Behavior

Switching report:
Profile by Consumer Price Index

**Walmart
print paper
consumers:**
Index vs Total

Item Name	Price Sensitive		Mid-Market		Up-Market	
	L4wks	YA	L4wks	YA	L4wks	YA
Print Paper Assortment	115	118	97	95	81	81
	138	136	89	90	69	66
	107	118	99	96	89	79
	95	92	102	103	101	103
	74	90	107	103	128	107
	95	99	102	101	99	94
	70	72	108	107	128	130
	62	66	109	109	142	138
	94	95	102	102	101	104
	83	87	104	103	117	116

**A critical
segment was
trading out of
the category**



Source: Shopper Behavior Performance in Detail report Profile by Consumer Price Index L52wks May 2022

Source: Shopper Behavior Switching report by Consumer Price Index L26wks May 2022



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The approach: Identify the target consumer for assortment

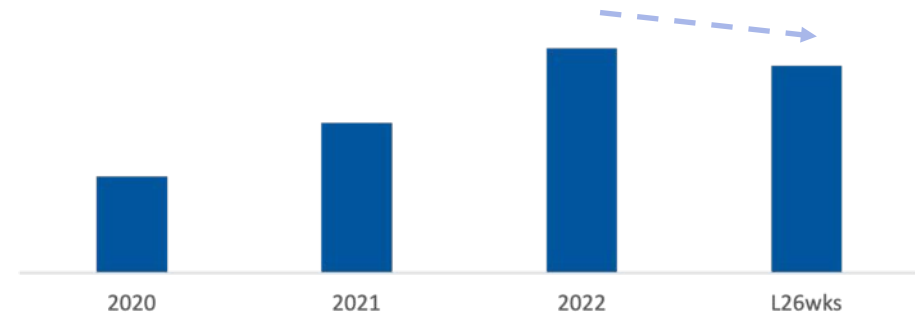
Shopper Behavior also revealed there were heavy users in the print paper category who had to choose between premium items and trading down/out due to inflationary pressure.

Price Sensitive Consumer- Index vs Total

Economy to Premium by Sub brand	Price Sensitive Consumer- Index vs Total	
	Price Sensitive	Price Sensitive- Heavy User
	123	29
	114	60
	88	157
	95	173
	82	137
	86	156
	64	113

Shopper Behavior Performance in Detail: Profile

Unit Mix Trends- Premium Tier



Shopper Behavior Performance in Detail: Trends

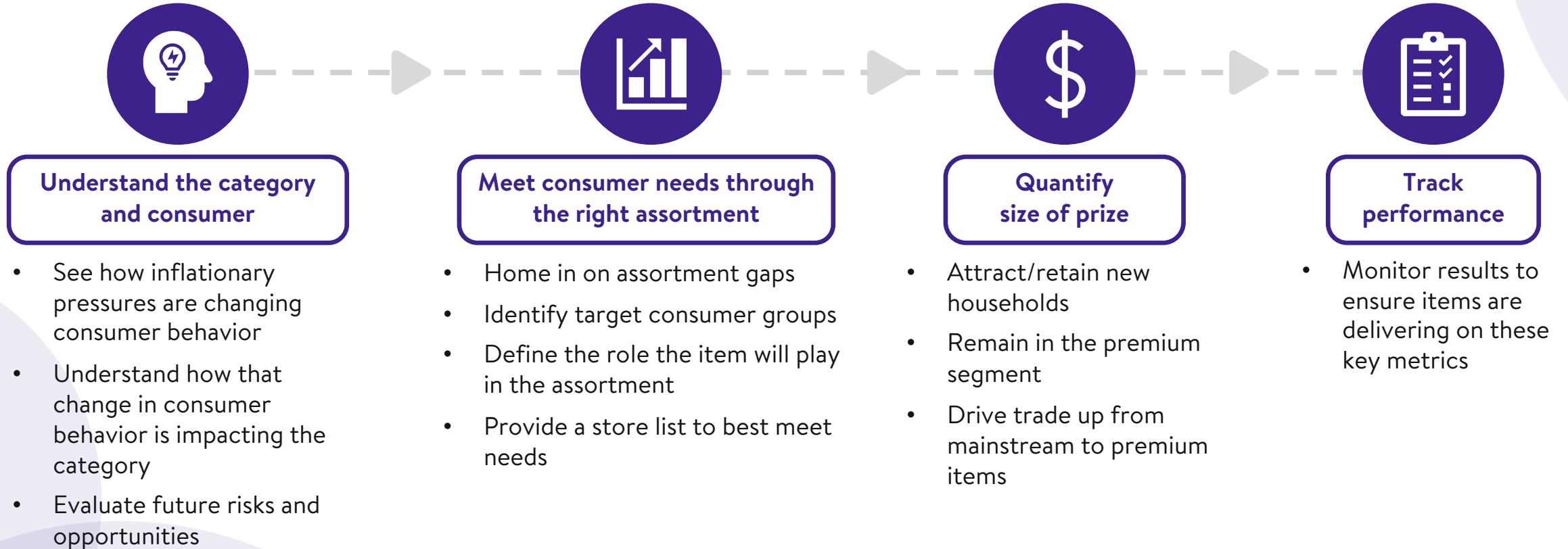
Source: Shopper Behavior Performance in Detail Profile by Consumer Price Index and Target Group Week/Ending May 2022



Scintilla Case Study: Georgia-Pacific

The result: Customer-centric collaboration

Scintilla revealed a clear path to action in response to changing consumer behaviors.



“ [Scintilla] ensures that the voice of the customer comes back to your analysis.



Sarah Voskamp Brown
Sr. Category Insights Manager
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