

Scintilla Case Study

Kimberly-Clark: From Diapers to Big Kid Pants:
Reinventing the Training Pants Aisle

The Kimberly-Clark logo, featuring a blue asterisk symbol followed by the text "Kimberly-Clark" in a bold, blue, sans-serif font.

The Inspire 2024 logo, with the word "Inspire" in a white, sans-serif font and "2024" in a smaller font below it. A small green and blue leaf-like icon is positioned above the letter 'i' in "Inspire".

This case study was shared live at **Walmart Data Ventures Inspire Event**, October 1, 2024.

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**What better people to ask
about what they like and
don't like than customers?**

- **Randy Berg**, Senior Team Leader - Baby | **Kimberly-Clark**





Randy Berg
Senior Team Leader - Baby
Kimberly-Clark



Denton Botsford
Merchant: Baby Wipes and Training Pants
Walmart



Scintilla Case Study: Kimberly-Clark

The opportunity:

The Walmart Baby buying team and the Kimberly-Clark advisor team wanted to shake things up in the Training Pants aisle to create better brand blocks and assortment and help Walmart grow their share of the market in the Training Pants and Youth Pants categories.

Elements that needed to be considered included:



Gender-specific packaging



Youth Pants and Training Pants



Multiple price points



Sets ranging from 4 ft. to 20 ft



Several product sizes



Scintilla Case Study: Kimberly-Clark

The opportunity:



A Training Pant is:

- Disposable and absorbent undergarment, typically designed to fit like a pant; for potty training
- Some products offer fading graphics for wetness indication
- Products can offer Gender-specific design and graphics
- ~18-48 months old, sizes: 2T-3T, 3T-4T, 4T-5T, and 5T-6T



A Youth Pant is:

- Disposable and absorbent undergarment, fits like a pant
- For children with nocturnal enuresis for overnight protection
- Gender-specific design and graphics
- Leg and waist elastics with discreet outer cover
- Ages 4+ between 28-160lbs



Scintilla Case Study: Kimberly-Clark

The opportunity:

The layout on the shelves was horizontal by gender and vertical by brand. Gender and brands sat at the top of the shopper decision tree.



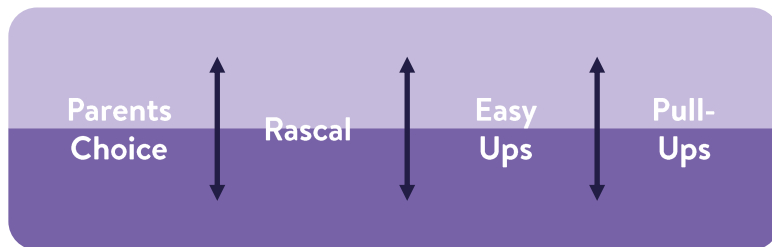
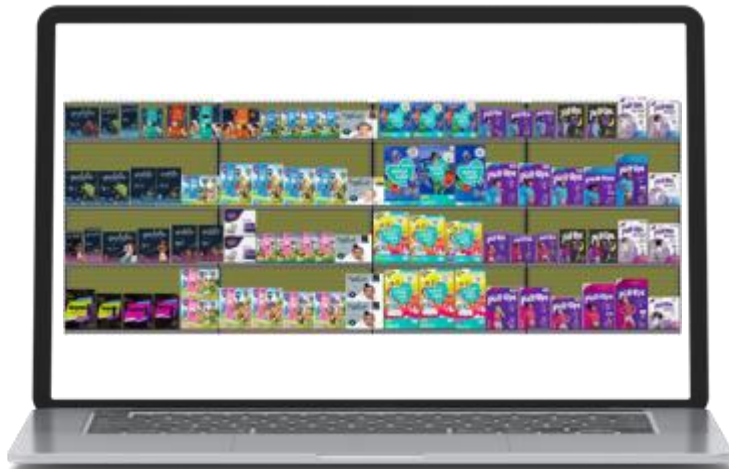


Scintilla Case Study: Kimberly-Clark

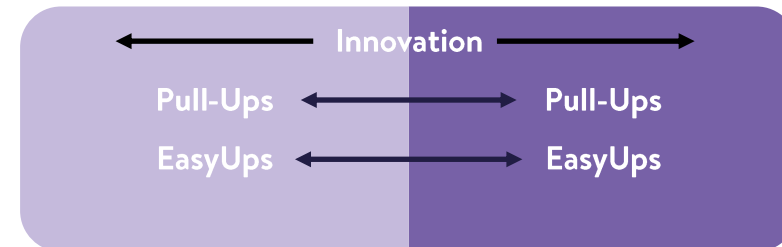
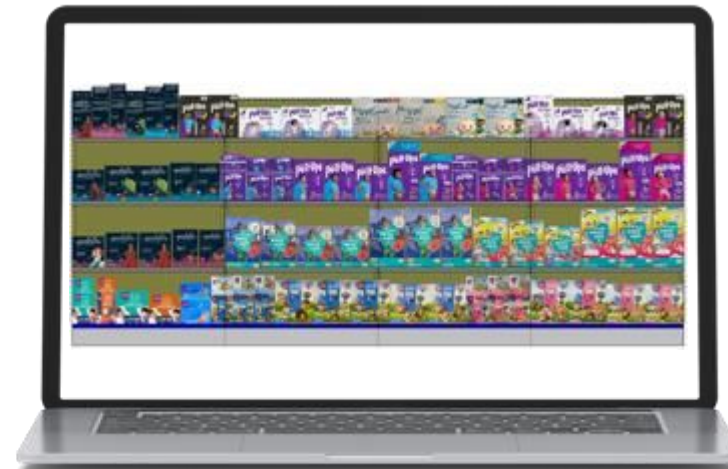
The approach:

They created a new modular to test on-line and in 75 stores with a simple but significant tweak: gender would now be placed vertically and brands would be placed horizontally.

Original



Test





Scintilla Case Study: Kimberly-Clark

The approach:

The teams leveraged three Scintilla modules to run and track performance of their test.



Scintilla Customer Perception

- Asked shoppers their thoughts about the change
- Utilized supplemental virtual test



Scintilla Shopper Behavior

- Performance in Detail report
- KPI Tree report
- Price Sensitivity report
- Switching report
- Repeat Rate report
- Assortment tools



Scintilla Channel Performance

- Overall performance
- Item / Store / Mod Specific velocities
- Growth brands / declining brands
- Pack size opportunities
- Product size assortment



Scintilla Case Study: Kimberly-Clark

The approach:

Several **Shopper Behavior** reports helped the team fine tune their assortment decisions.

Price Sensitivity



KPI Tree



Repeat Rate



Switching

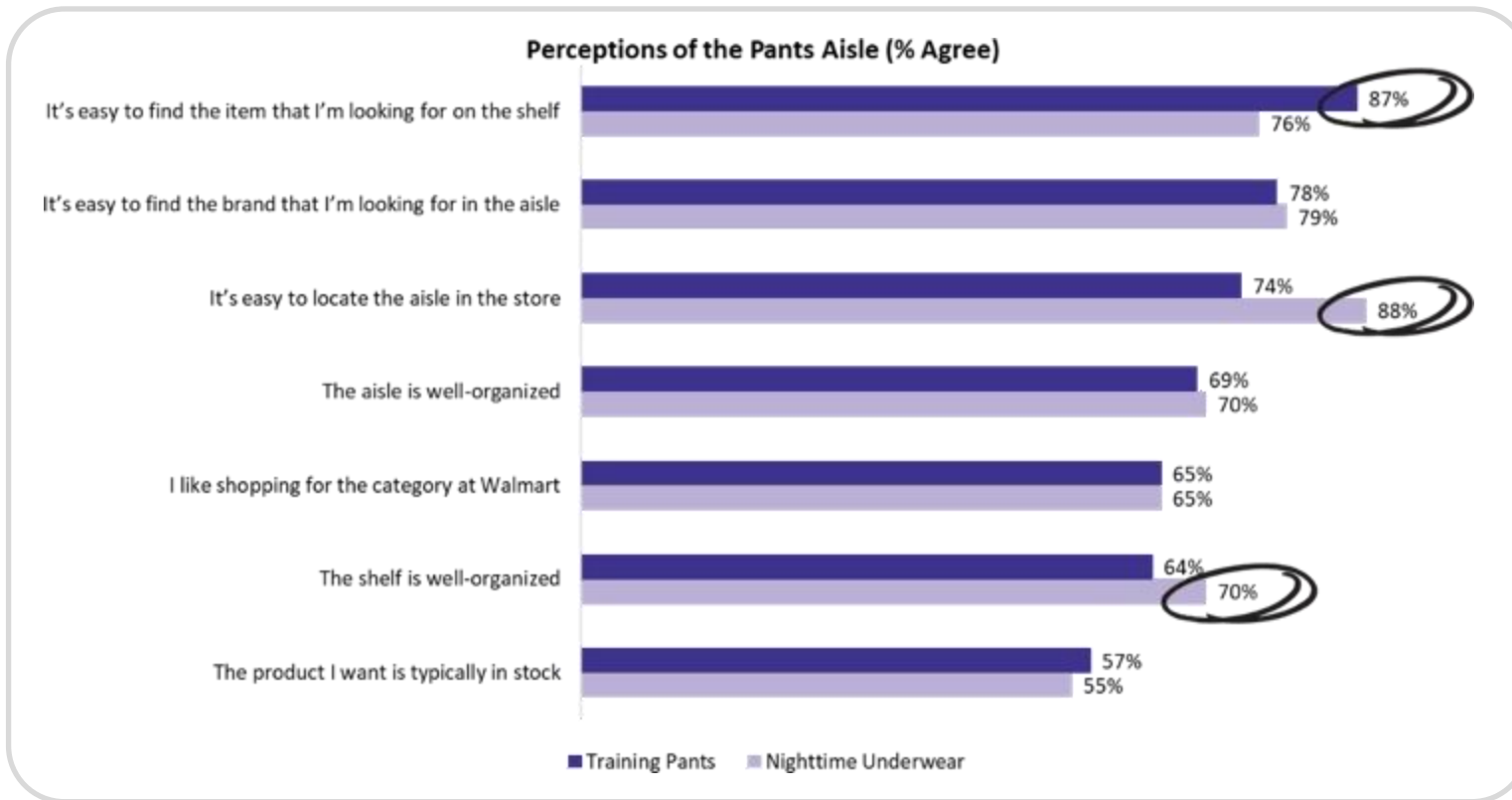




Scintilla Case Study: Kimberly-Clark

The approach:

Feedback from verified shoppers in the Walmart Spark Community through Customer Perception surveys validated their new layout direction for both the in-store and virtual test.





Scintilla Case Study: Kimberly-Clark

The approach:

The right direction was clear, and the new layout was adopted in all Walmart stores.





Scintilla Case Study: Kimberly-Clark

The results:

The new modular proved to be a success by growing sales and share in the marketplace—and most importantly, it was the right choice for the customer.

2023 Mod (Full Year)



Scintilla Channel Performance

- \$37M Category growth
- +7% POS \$'s
- +6% Unit growth
- +1.5-point share growth of measured market

2024 Mod (through 13 Wks)



Scintilla Channel Performance

- \$3M Category growth
- +2% POS \$'s
- Flat units (up 2% training)
- Maintaining share (+1.2 points 52 weeks, flat 13 weeks)