

Scintilla

Case Study

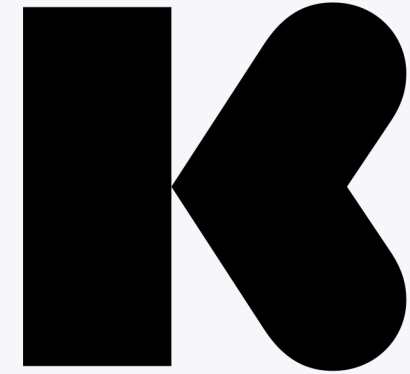
First aid: Clean, Treat, and Protect



“Scintilla has allowed us to understand our customer better than ever before.”

Stephanie Tharp

Senior Merchant
Walmart



Kate Sorrell

eCommerce Customer
Development Manager
Johnson & Johnson



Scintilla Case Study: Kenvue

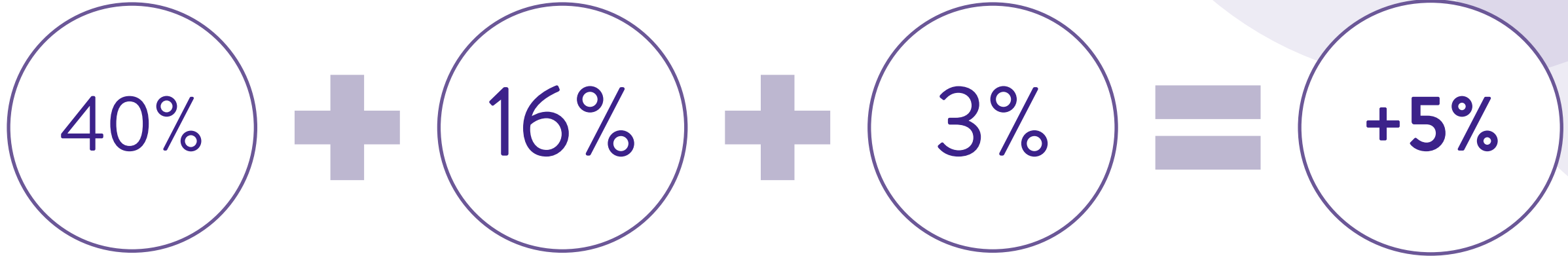
The opportunity: Help consumers be better prepared for wounds

Kenvue wanted to help consumers prevent infection and minimize scarring from wounds, but only 40% of consumers felt prepared.



K Scintilla Case Study: Kenvue

The opportunity: Educate customers and promote better wound-healing outcomes



Cover with a bandage



Treat with an antibiotic



Clean with an antiseptic



Category growth opportunity





Scintilla Case Study: Kenvue

The approach: Deep dive into behaviors

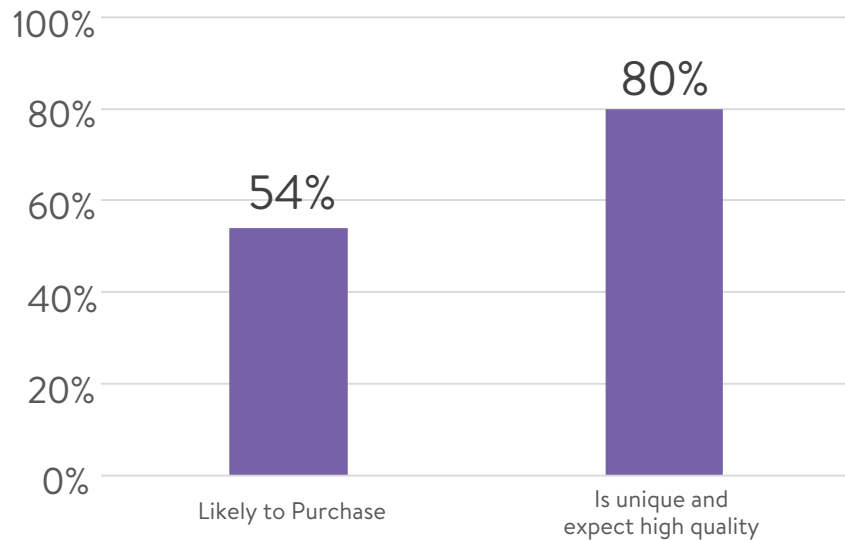
Kenvue leveraged Scintilla to identify D40 shoppers and learn how they would respond to a wound care pack of products that **clean, treat, and protect**.



Customer Perception:

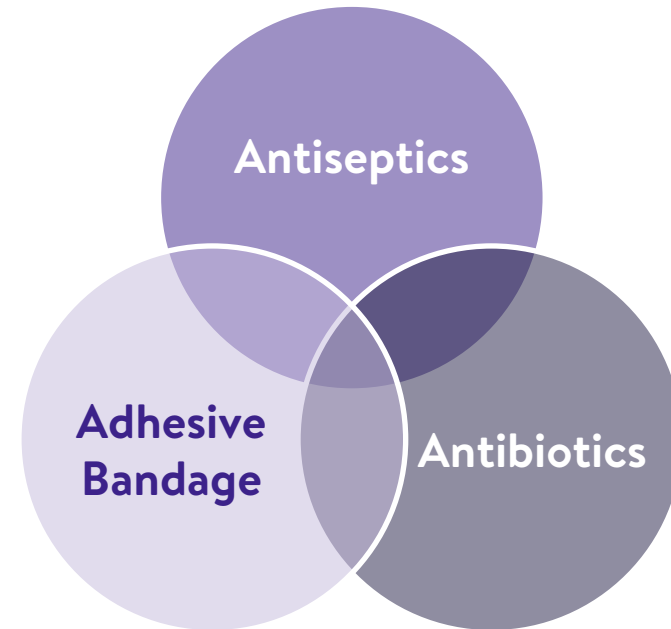
How likely are shoppers to purchase this clean, treat, protect pack?

Clean Treat Protect



Shopper Behavior:

Understand the number of baskets with all the products



K Scintilla Case Study: Kenvue

The approach: Digital activation

Walmart Connect digital banners, social media campaigns, and a first-ever first aid category page on Walmart.com told the **clean, treat, protect** story online.

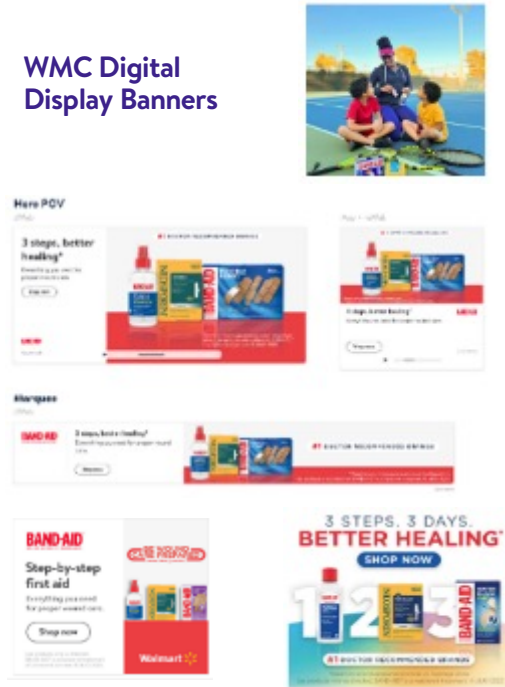
A+ Digital Shelf



Social Influencer Campaign and Amplification



WMC Digital Display Banners

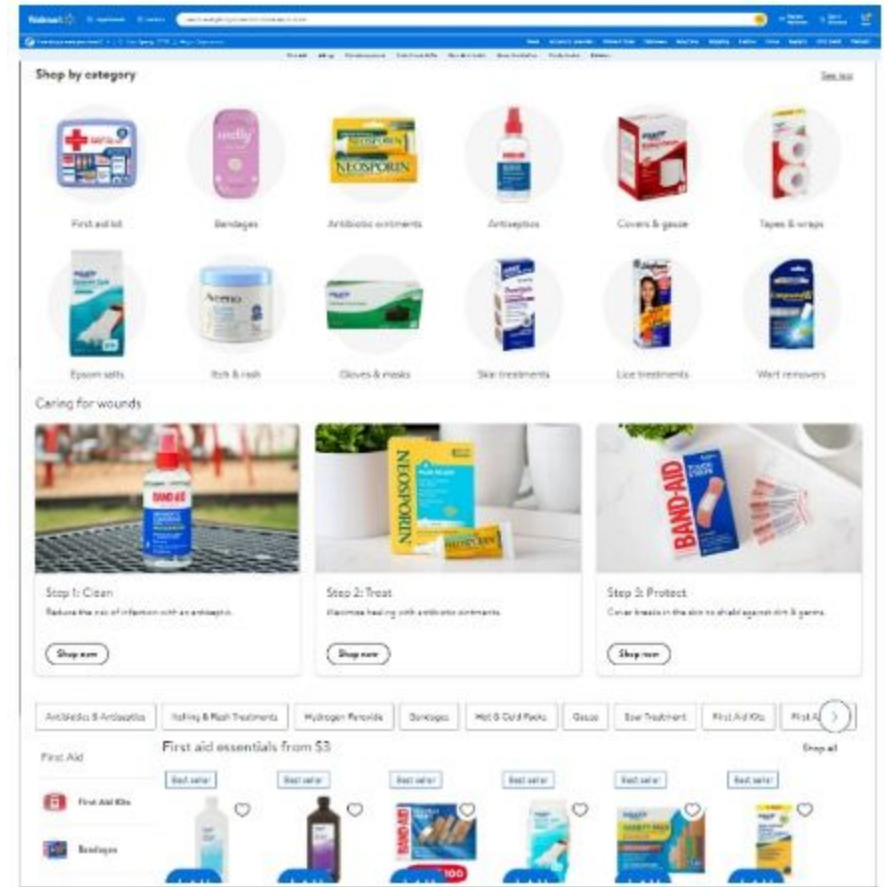


N Up Strategy



First Ever First Aid Category Landing Page

- Health Care
- Shop All Health
- COVID-19 Test Kits
- Cough, Cold & Flu
- First Aid**
- Pain Management
- Allergy, Sinus & Asthma
- Home Health Care
- Home Diagnostic Tests
- Diabetes Management
- Eye Care
- Ear Care
- Foot Care
- Heating Pads & Braces
- Massagers & Physical Therapy Aids



K Scintilla Case Study: Kenvue

The approach: In-store activation

Educational messaging on features, at the shelf, and a rework of the modular carried the campaign through in the stores. Over 80% of store operators adopted these changes during the summer season.

Features



Wellness Days / Demo Sampling



Modular Flow & Navigational Signage



Educational Signage

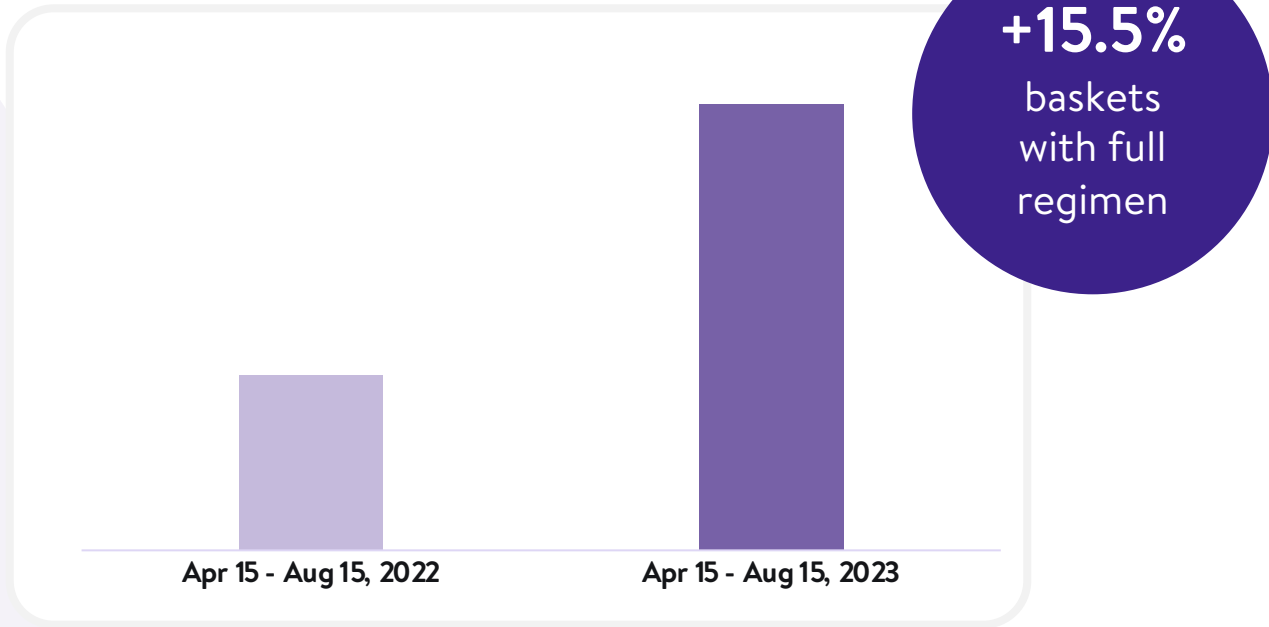


K Scintilla Case Study: Kenvue

Results: Clean, treat, protect—and win

While Customer Perception helped Kenvue test their idea, Shopper Behavior evaluated its performance and confirmed its success in basket growth.

Clean, treat, protect



Scintilla Shopper Behavior March-August 2023 vs. YA

