

Scintilla

Case Study

Know the shopper 'butter':
Cracker consumer & shopper assessment

Mondelēz
International

“
(Scintilla) solidified
the role we play in
the category.”



Kyle Lanham

Merchandising Director,
Cookies & Crackers - Walmart



Leslie Meola

Customer Vice President,
Biscuit - Mondelez



Justine Floyd

Sr. Manager, Shopper Insights,
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Scintilla Case Study: Mondelez

The opportunity: Leverage the strength of the RITZ brand to unlock category growth

RITZ is the #1 cracker brand, but Mondelez was still interested in discovering other ways to enhance the assortment. They realized it was time to start digging into shopper data to:

- Understand who the RITZ shopper is at Walmart vs. the total U.S.
- Assess the need for varying forms, flavors, and sizes in the RITZ brand

M Scintilla Case Study: Mondelez

The approach: Discover new ways to enhance the assortment through customer-centric collaboration

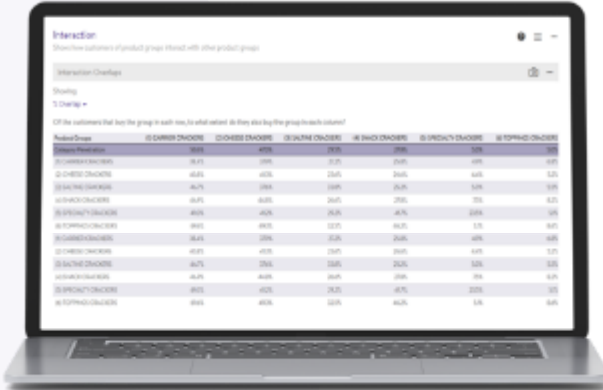
- Identify the Walmart cracker shopper and their behavior
- Uncover the role of the RITZ portfolio with Walmart shoppers
- Define key outputs needed for success
- Align on key questions to ask Walmart shoppers
- Leverage cross-functional teams to help solve the problem (Insights & Analytics, Brand, and Sales)



M Scintilla Case Study: Mondelez

The approach: Identify the **what** and the **why**

Mondelez used Shopper Behavior to zero-in on the types of crackers customers are purchasing. The key findings they discovered:



Carrier crackers—ones that complement a snack, like RITZ—have the highest penetration and drive shopper interaction



Each cracker subcategory meets a unique shopper need



+99%

Delivery and pickup are driving growth—**80%** of these shoppers are Walmart loyals



+28%



Scintilla Case Study: Mondelez

The approach: Identify the **what** and the **why**

Shopper Behavior also revealed:

There is exclusivity by size for RITZ shoppers



Base Size

75.2%



Family Size

52.7%



Party Size

43.8%



Multipacks

62.5%

And RITZ shoppers are loyal to flavors



77%



74%



67%



66%



61%



59%

With these insights Mondelez was equipped to better answer questions about pack types and flavors.



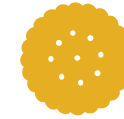
Scintilla Case Study: Mondelez

The approach: Identify the **what** and the **why**

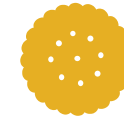
Mondelez turned to **Customer Perception** to tap into the Walmart Customer Spark Community. The key findings told them what draws shoppers to RITZ and the category:

“I also crush them up and use them, mix them with butter and Parmesan for a crunchy toppings to a casserole, or even to my Jalapeno Popper dip topping.”

“I’m a Walmart Plus member. So, I can simply get on the app and put the order in for crackers or for anything.”



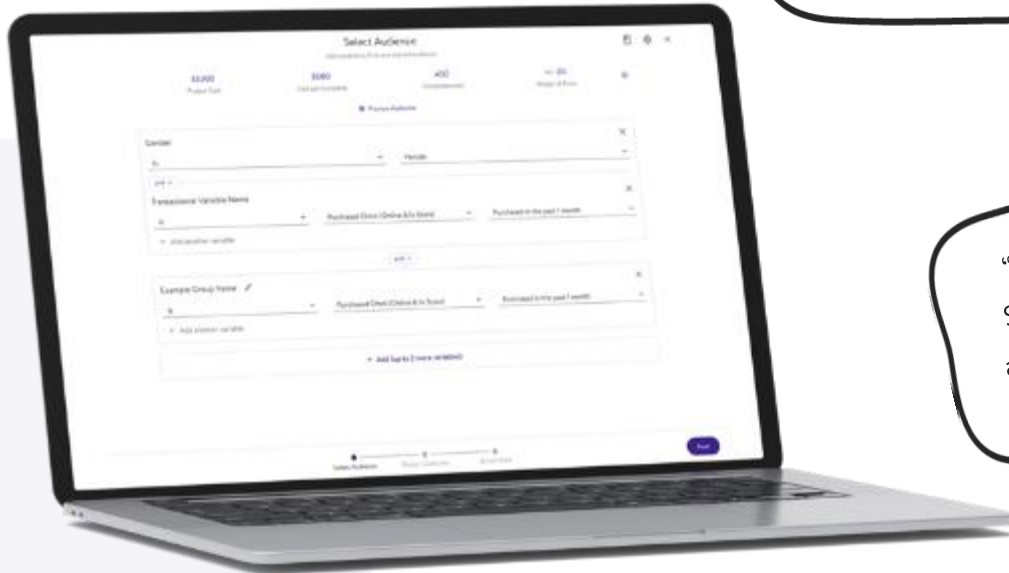
Walmart shoppers think about snacking, taste, and texture when asked about crackers



Crackers are a versatile snack with many uses



Shoppers leverage omnichannel opportunities to purchase crackers at Walmart





Scintilla Case Study: Mondelez

The approach: Identify the **what** and the **why**

To better understand **the why**, Mondelez then asked these shoppers questions like:



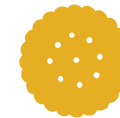
Q. When you think of crackers, what brand comes to mind?



Q. Are you aware that RITZ has different flavors and have you purchased any?



This revealed a strong attachment to the brand. The key takeaways were:



RITZ is the signpost brand for the category



Walmart shoppers who buy RITZ enjoy flavor variety

M Scintilla Case Study: Mondelez

The results: Carrier crackers should lead the aisle

Data and insights from **Shopper Behavior** and **Customer Perception** showed RITZ crossed over several need states—like entertaining, or as an ingredient for a meal—that solidify its role in the category. **This helped Mondelez pivot longer-term plans with their Merchant to keep the customer at the center of the conversation and maintain RITZ as the standout carrier cracker.**

Building off the success of the cracker insights project, they used Scintilla to focus on the Cookie category, OREO, and Chips Ahoy!. The key takeaways were:



Convert in-store shoppers to omnichannel—a potential \$269M opportunity



Target opportunities to win the holiday season with cookies



Leverage online exclusives and Walmart Connect activations to drive shoppers to walmart.com



With Scintilla, all of our eyes have been opened. We've gone deeper and asked better questions.



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