

Scintilla Case Study

Mondelez International: Igniting Premium
Cookie growth, the bake shop way



Mondelez
International



Inspire
2024

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

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**We are bringing data-driven
decisions from Scintilla to
help reach our goals.**

- Leslie Meola, Customer Vice President, Biscuit | **Mondelez International**





Leslie Meola

Customer Vice President,
Biscuit

Mondelez International



Kyle Lanham

Merchandising Director,
Cookies & Crackers

Walmart



Scintilla Case Study: Tate's Bake Shop

The opportunity: Turn Walmart into a Premium Cookie destination

Business Problem:

The Specialty Cookie category is growing, but the most valuable segment – Premium Cookie – was declining at Walmart.

- Assess the Specialty Cookie segments
- Understand the shopper at Walmart vs. total U.S.

Who is taking a bite out of Tate's?

- Understand who and how to unlock Walmart's market share

Business Opportunity:

Make Walmart a Premium Cookie destination

- Identify the Walmart shopper and their motivations
- Uncover the role of each segment within Specialty Cookie
- Do it "The Bake Shop Way"

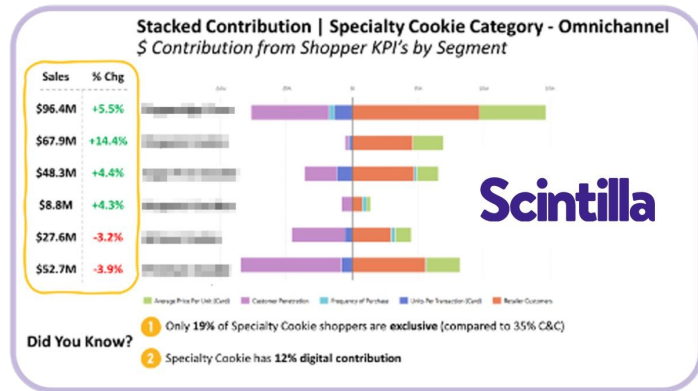




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The approach

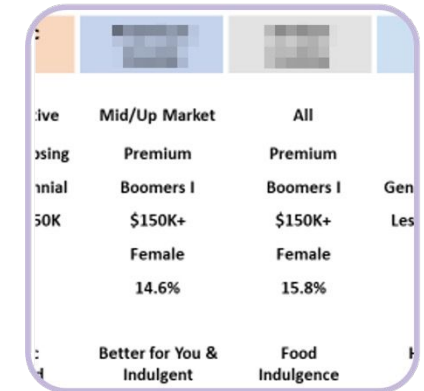
Their process began by leveraging Category Deep Dive within **Scintilla Shopper Behavior**. This is what they learned:



Specialty Cookie is growing at Walmart, yet Artisan and Premium Cookies are not seeing the same growth



Each segment has a different shopper with distinct shopping needs
Premium Cookie is the most valuable to the category



Online is driving growth with runway and is being driven by Tate's Bake Shop



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The approach

Then, they leveraged **Scintilla Customer Perception** to hear from real, verified Walmart shoppers to gain their thoughts on the premium cookie category.



“What comes to mind when you think of premium cookies? What retailers come to mind?”



Essential Characteristics

Walmart shoppers think about flavor and texture



Additional Characteristics

Price, packaging, and claims

Products with the right combination of preferred characteristics will resonate the most with the Walmart premium cookie shopper

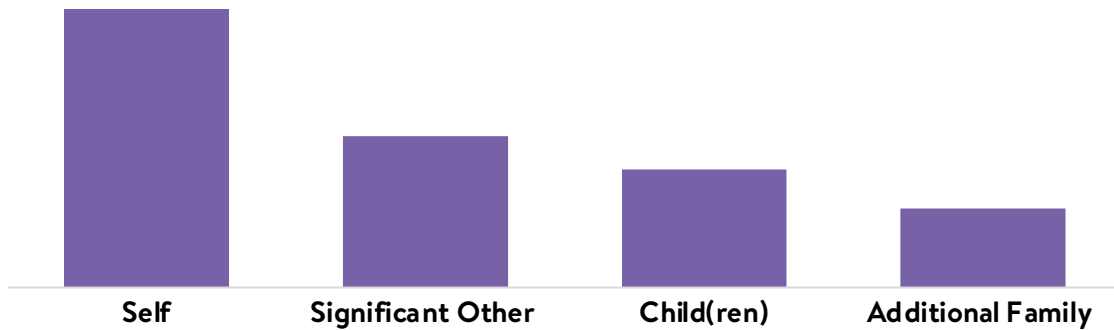


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The approach

This approach provided a comprehensive view into how shoppers interacted with the category and allowed Mondelez to analyze basket composition, switching behaviors, and omni-channel purchasing trends. Simultaneously, they received real-time feedback to help identify key drivers of brand loyalty and customers reasons for shopping within the segment.

Who in your household are you shopping for when purchasing Tate's Cookies at Walmart?



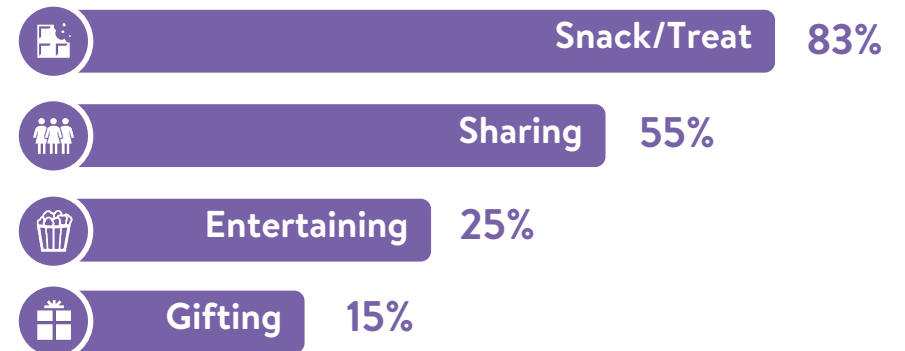
Did you know?

66% of Walmart shoppers do not know that the Tate's brand is sold at Walmart

Did you know?

Tate's online shoppers are younger, have smaller households, and earn more than in store shoppers

What are your common usage occasions for Tate's purchased at Walmart?





Scintilla Case Study: Tate's Bake Shop

The result

This customer-centric collaboration led to the understanding there was a massive opportunity for growth as well as the data to back a customized approach to better cater to the premium cookie shoppers needs.

Right assortment, right pack, right price

Ensure 'essential characteristics' deliver on flavor and texture and that 'additional characteristics' deliver on price and pack



Joint actions: They closed market share voids on flavors, rolled out accessible price point pack and implemented a new EDLP, while leveraging Rollback to drive household penetration. Plus, they built on Tate's Bake Shop Heritage with the right innovation and strategic collaborations.

Omni approach

Reinvent Tate's marketing approach



Joint actions: Executing new trial and household driving programs to reward loyal shoppers, while building awareness, and recruiting new shoppers

