

# Walmart Luminate 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.

“  
**We are bringing data-driven  
decisions from Walmart  
Luminate 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**



# Walmart Luminate 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"

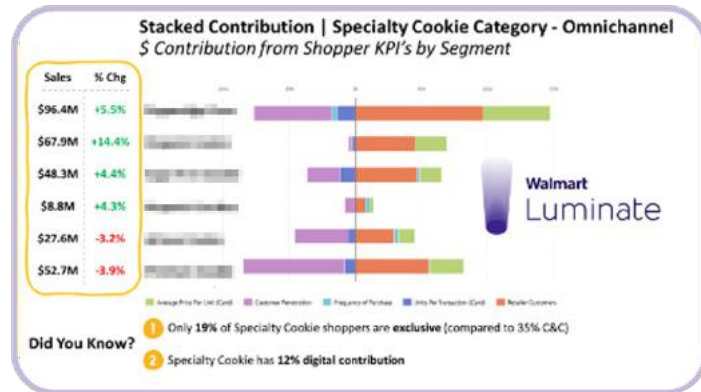




# Walmart Luminate Case Study: Tate's Bake Shop

## The approach

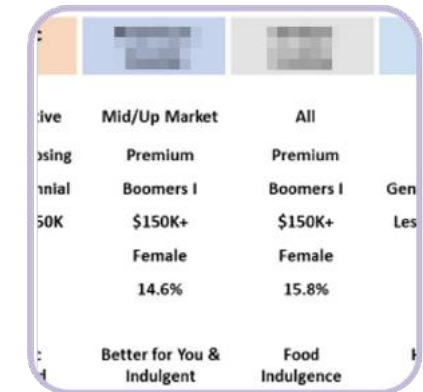
Their process began by leveraging Category Deep Dive within **Walmart Luminate Shopper Behavior**. This is what they learned:



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



# Walmart Luminate Case Study: Tate's Bake Shop

## The approach

Then, they leveraged **Walmart Luminate 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

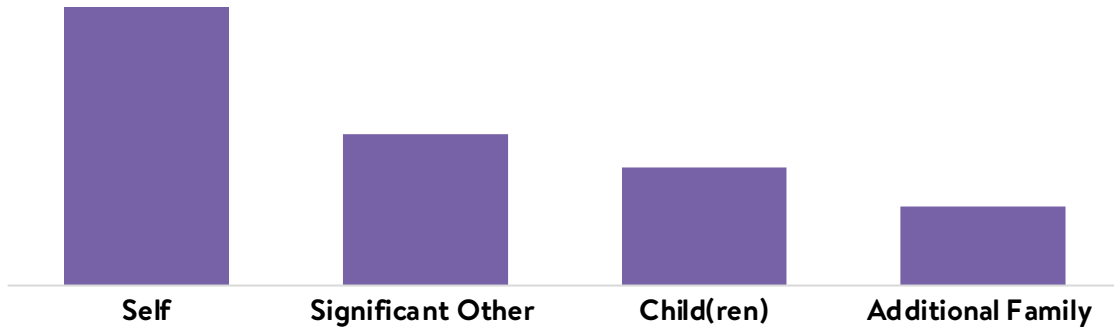


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## The approach

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?



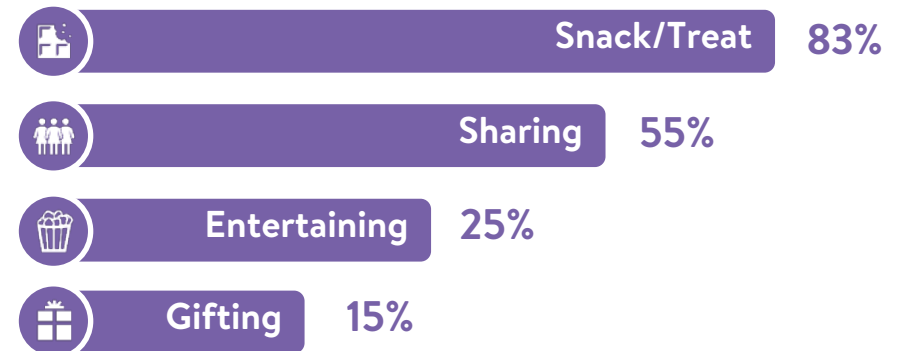
#### Did you know?

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?





# Walmart Luminate 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

