

Scintilla Case Study

E.T. Browne and Palmer's: Using Shopper Behavior Assortment Deep Dive to Gain Item Placement via Incrementality and Non-Substitutability



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Scintilla Case Study: Palmer's

E.T. Browne is a family-owned company that has been around as long as the typewriter and safety pin with products that are made locally in the US. Their ethically-and-sustainably-sourced products, including their Palmer's brand, are currently sold in more than 110 countries across the globe.



Scintilla Case Study: Palmer's

The opportunity:

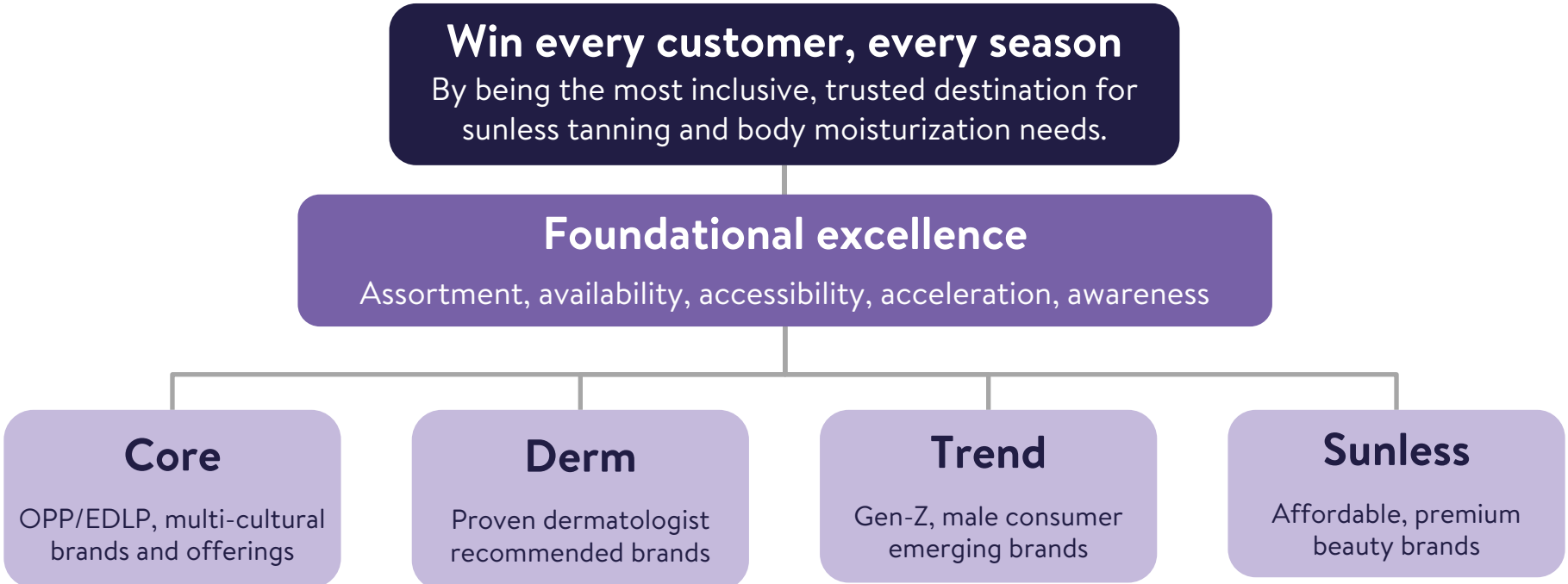
Palmer's beauty and personal care products are found across 8 different categories with each having multiple product types, including hand and body lotion, hair care, face care, and more. They hoped to expand their assortment, but with an already robust product lineup, they needed to do so tactfully.



PALMER'S **Scintilla Case Study: Palmer's**
The opportunity:

The team at Palmer's wanted to add two new sizes of their already existing brands but needed to ensure that the additions would not cannibalize the current assortment. To accomplish this, they partnered with their Merchant to work within Walmart's current Hand and Body Lotion Strategy.

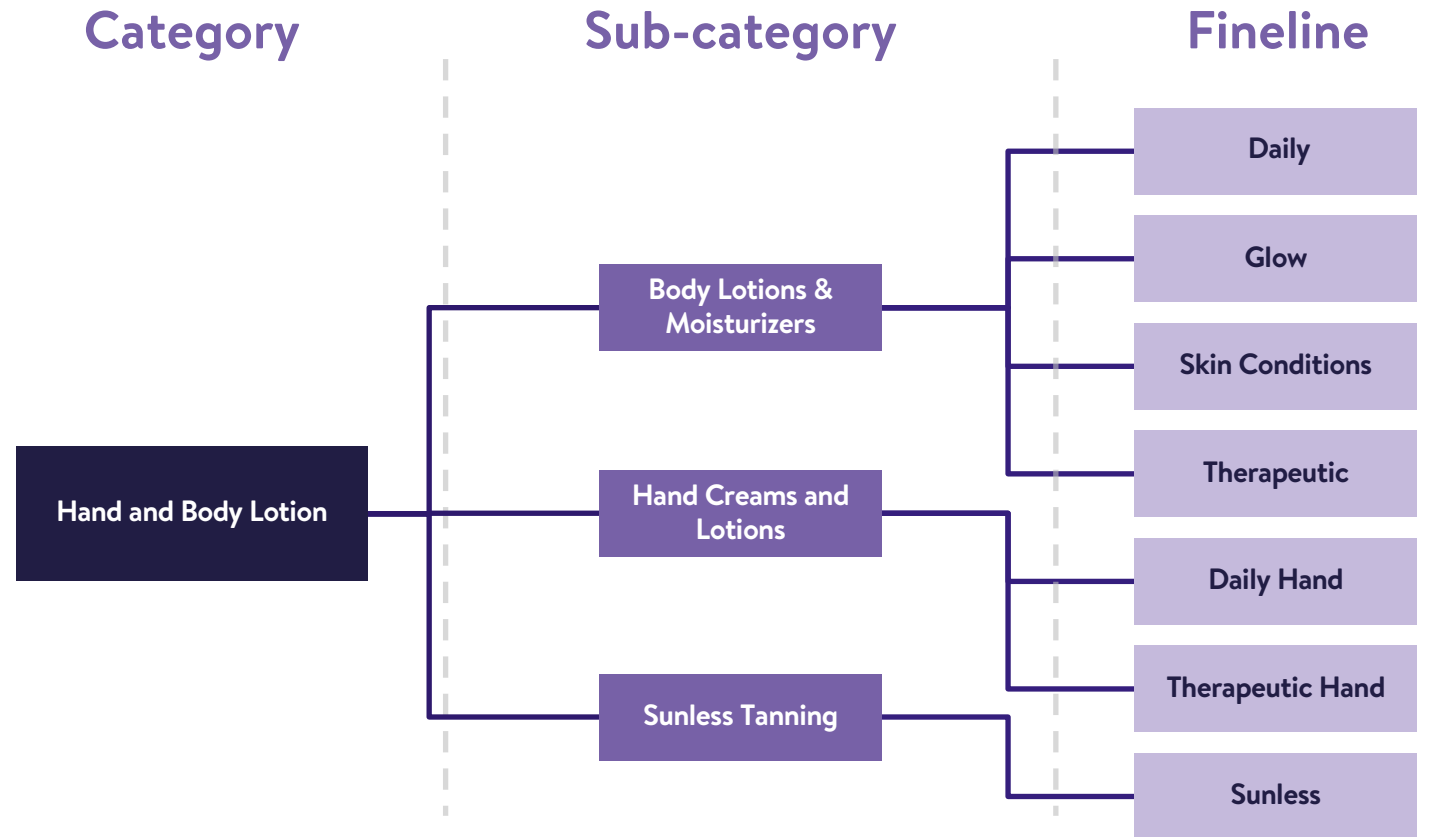
Walmart's hand and body lotion strategy



Scintilla Case Study: Palmer's

The approach:

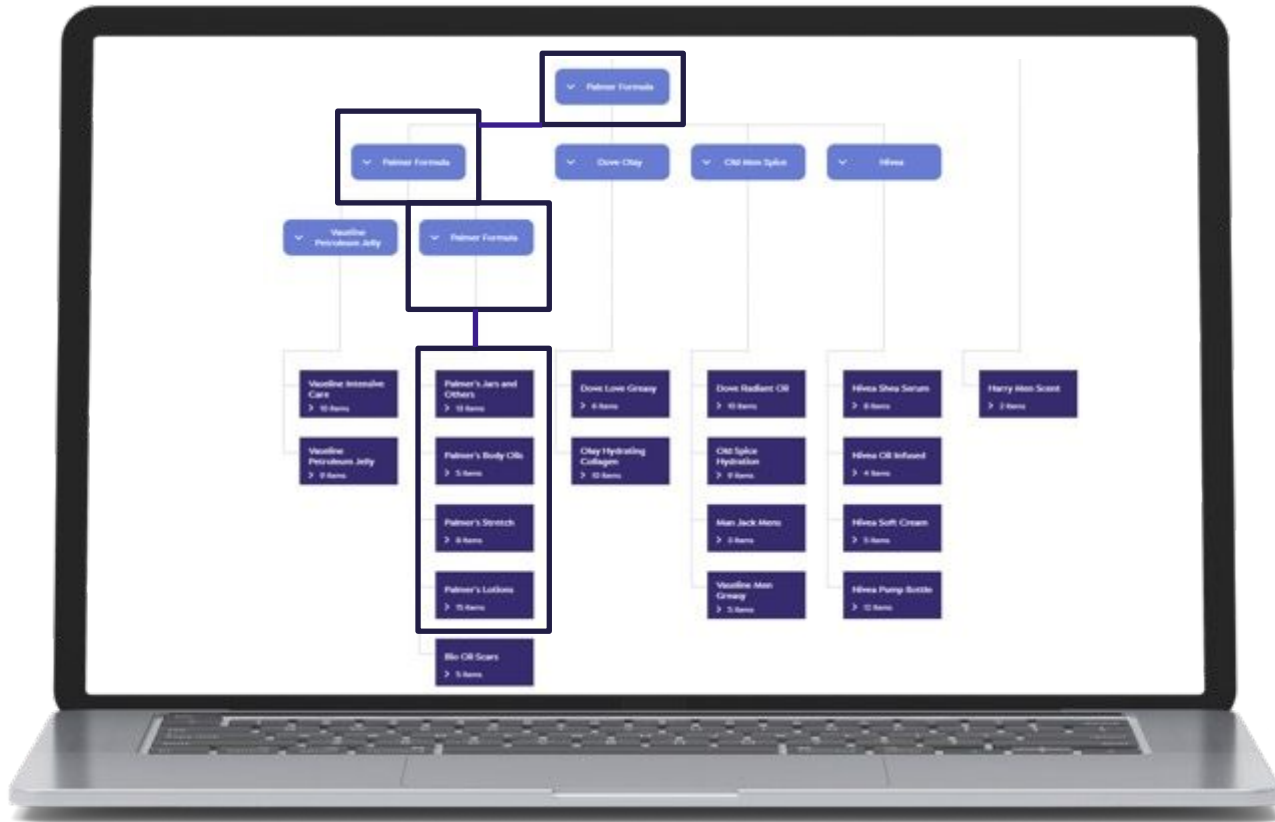
They began the process by reviewing the current hierarchy of Walmart's Hand and Body Lotion category with Scintilla Shopper Behavior **Assortment Deep Dive**.



Scintilla Case Study: Palmer's

The approach:

Then they utilized Scintilla Shopper Behavior **Assortment Deep Dive** to review the consumer decision tree and the Customer Priority report.



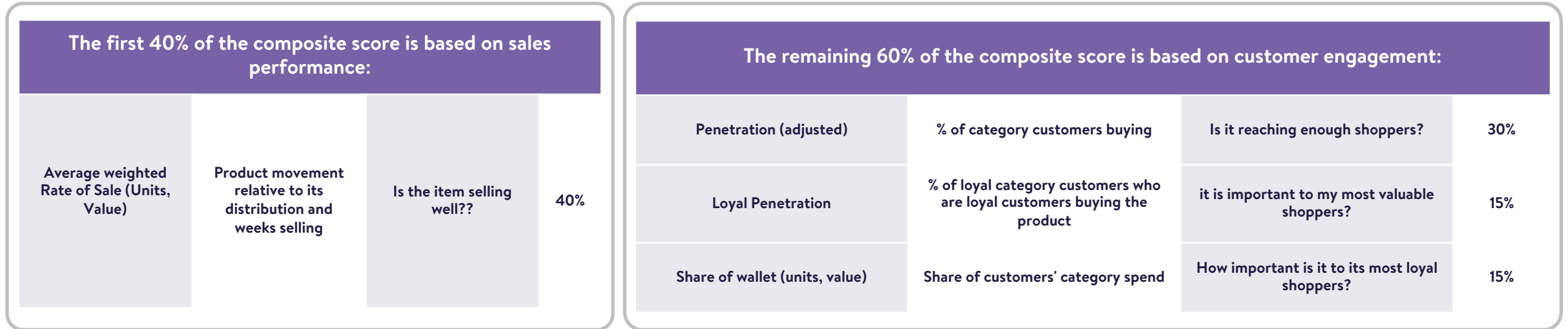
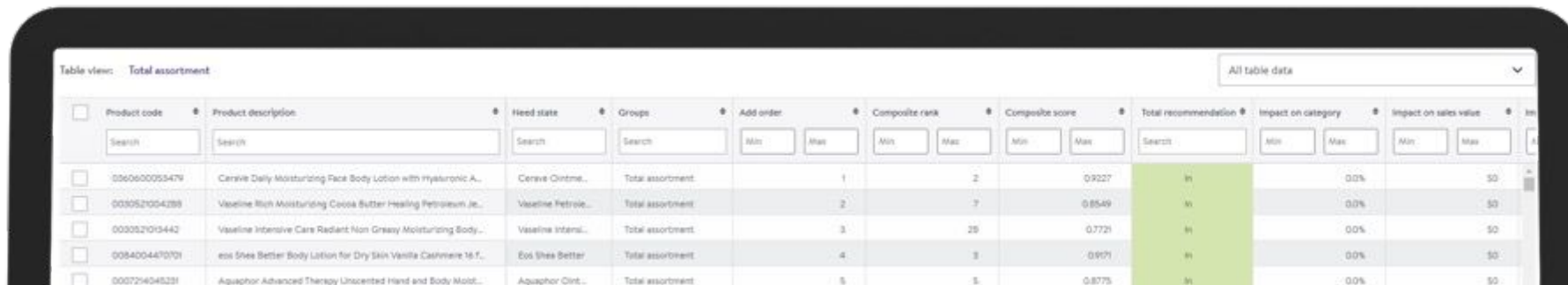


Scintilla Case Study: Palmer's

The approach:

These reports helped them understand if their items were selling well or not, if they were reaching enough shoppers, and how important it was to their most loyal shoppers.

How is Composite Rank calculated

Product code	Product description	Head state	Groups	Add order	Composite rank	Composite score	Total recommendation	Impact on category	Impact on sales value	
0060600053479	Cerave Daily Moisturizing Face Body Lotion with Hyaluronic A...	Cerave Clintm...	Total assortment		1	2	0.9227	in	0.0%	\$0
0030521054288	Vaseline Rich Moisturizing Cocoa Butter Healing Petroleum Je...	Vaseline Petros...	Total assortment		2	7	0.8549	in	0.0%	\$0
0030521013442	Vaseline Intensive Care Radiant Non Greasy Moisturizing Body...	Vaseline intens...	Total assortment		3	28	0.7721	in	0.0%	\$0
0084004470701	Eos Shea Better Body Lotion for Dry Skin Vanilla Cashmere 16 fl.	Eos Shea Better	Total assortment		4	3	0.6971	in	0.0%	\$0
0007294045231	Aquaphor Advanced Therapy Unscented Hand and Body Moist...	Aquaphor Clint...	Total assortment		5	5	0.8775	in	0.0%	\$0

Scintilla Case Study: Palmer's

The approach:

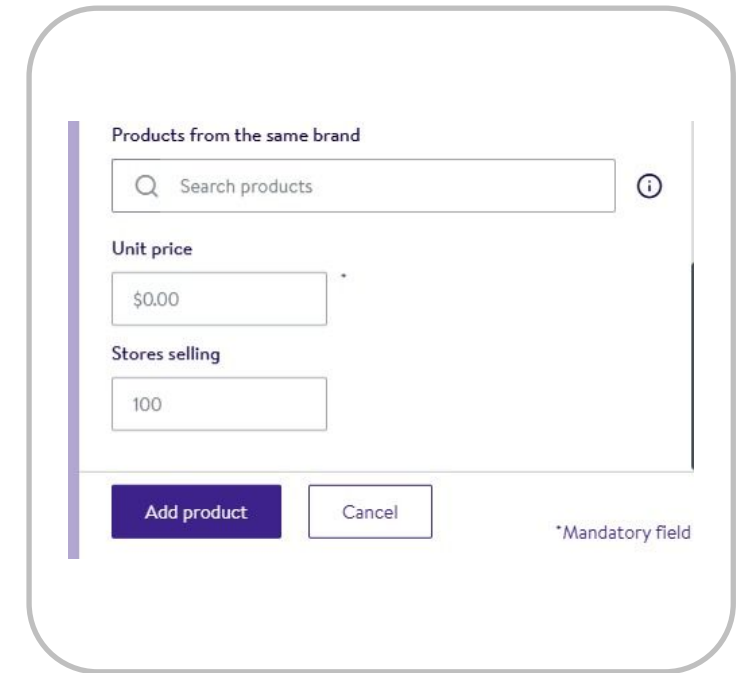
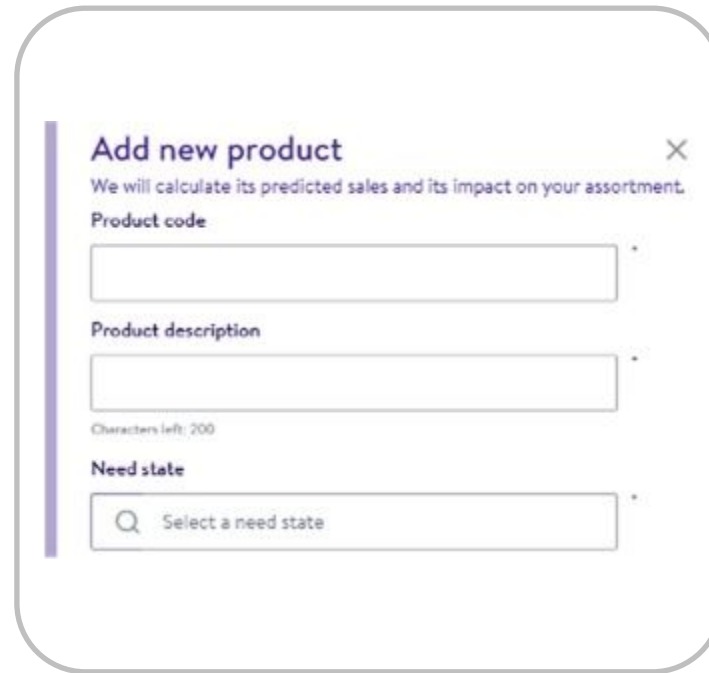
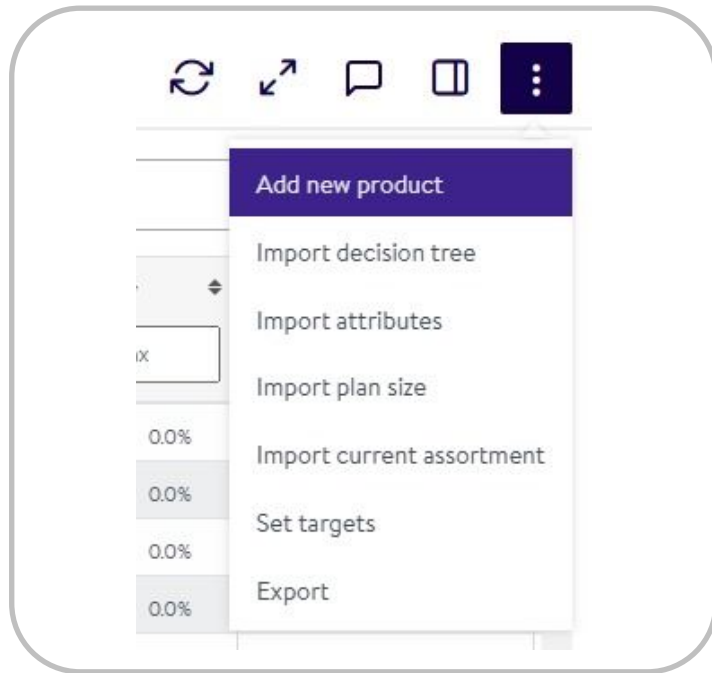
When working within the Scintilla Shopper Behavior **Assortment Deep Dive** report, the team at Palmer's had a few key callouts they were looking for to help validate their process:



- Ensure Category Hierarchy Makes Sense
- Run a Customer Priority Report
- Exclude Products with Limited Distribution
- Validate the Consumer Decision Tree (CDT)
- Run Auto de-list recommendation
- Export Customer Priority Metrics
- Summarize Key Learnings

PALMER'S **Scintilla Case Study: Palmer's**
The approach:

This process validated that Palmer's should see item placement via incrementality and non-substitutability, meaning they would fit the core offering and could gain distribution without cannibalization.





Scintilla Case Study: Palmer's

The results:

The two new items were added to the assortment and the growth was **91% incremental** confirming what the Scintilla data predicted: The items saw very little non-substitutability and were not cannibalizing other offerings in the category.

91%
Incremental
growth

