

Scintilla Case Study

Wells: Bomb Pop Taking Off: Utilizing Scintilla to Better Understand Bomb Pop Customers and Sales



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

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**In showing the data from
Scintilla we were rewarded.**

- Tom Karounos, Senior Manager, Business Analytics | Wells Enterprises, Inc.





Tom Karounos

Senior Manager, Business Analytics

Wells Enterprises, Inc.



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Scintilla Case Study: Wells Enterprises, Inc.

The opportunity:

Wells brand, Bomb Pop Original, is full of history and nostalgia, but they knew something needed to change to continue to grow at Walmart.

“The original Bomb Pop was first invented in 1955 by D.S. “Doc” Abernathy and James S. Merritt – USA Today July 4, 2024



37% of customers surveyed say they buy Bomb Pop for the nostalgia of the brand*





Scintilla Case Study: Wells Enterprises, Inc.

The opportunity:

Wells saw that Bomb Pop Original sales declined in the summer of 2023. To take off again, they would need to increase support for 2024. However, they needed to do this without negatively impacting the category.



2023 Summer Results vs. YA
(Week 14-Week 31)

↓ Units vs YA

↓ Dollars vs YA

Would Bomb Pop Original display and promotional support negatively impact other strategic Water Ice items during the Summer months?

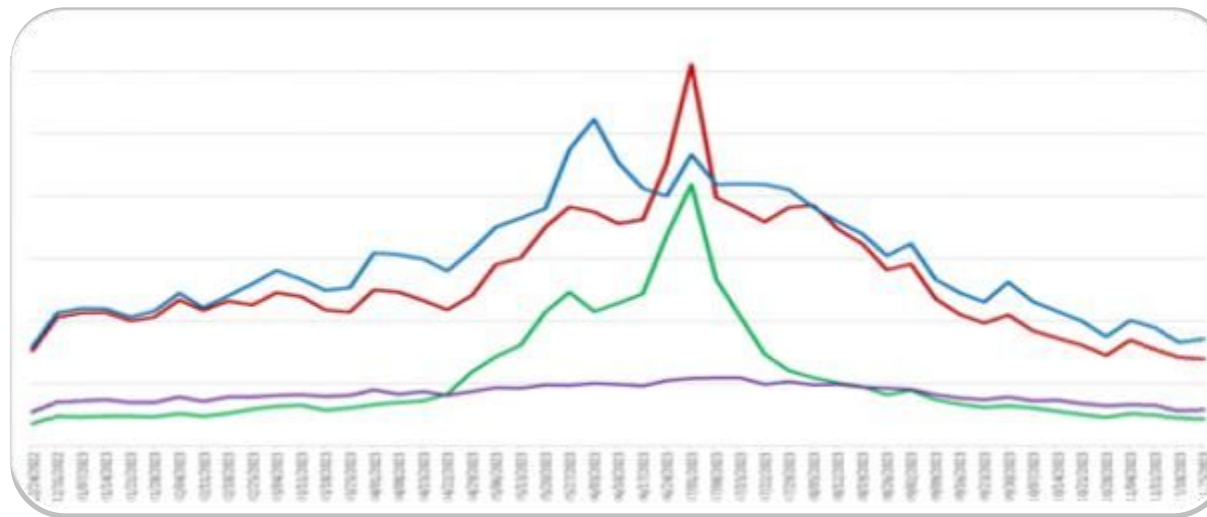


Scintilla Case Study: Wells Enterprises, Inc.

The approach:

Wells started with the **Scintilla Shopper Behavior Performance In Detail** report to better understand the top four summer items in their category. They learned that Bomb Pop Original, Item A, and Item B all saw sales spike in the summer months, their key seasonal period.

Top 4 Item Unit Sales



Bomb Pop Original Item A Item B Item C

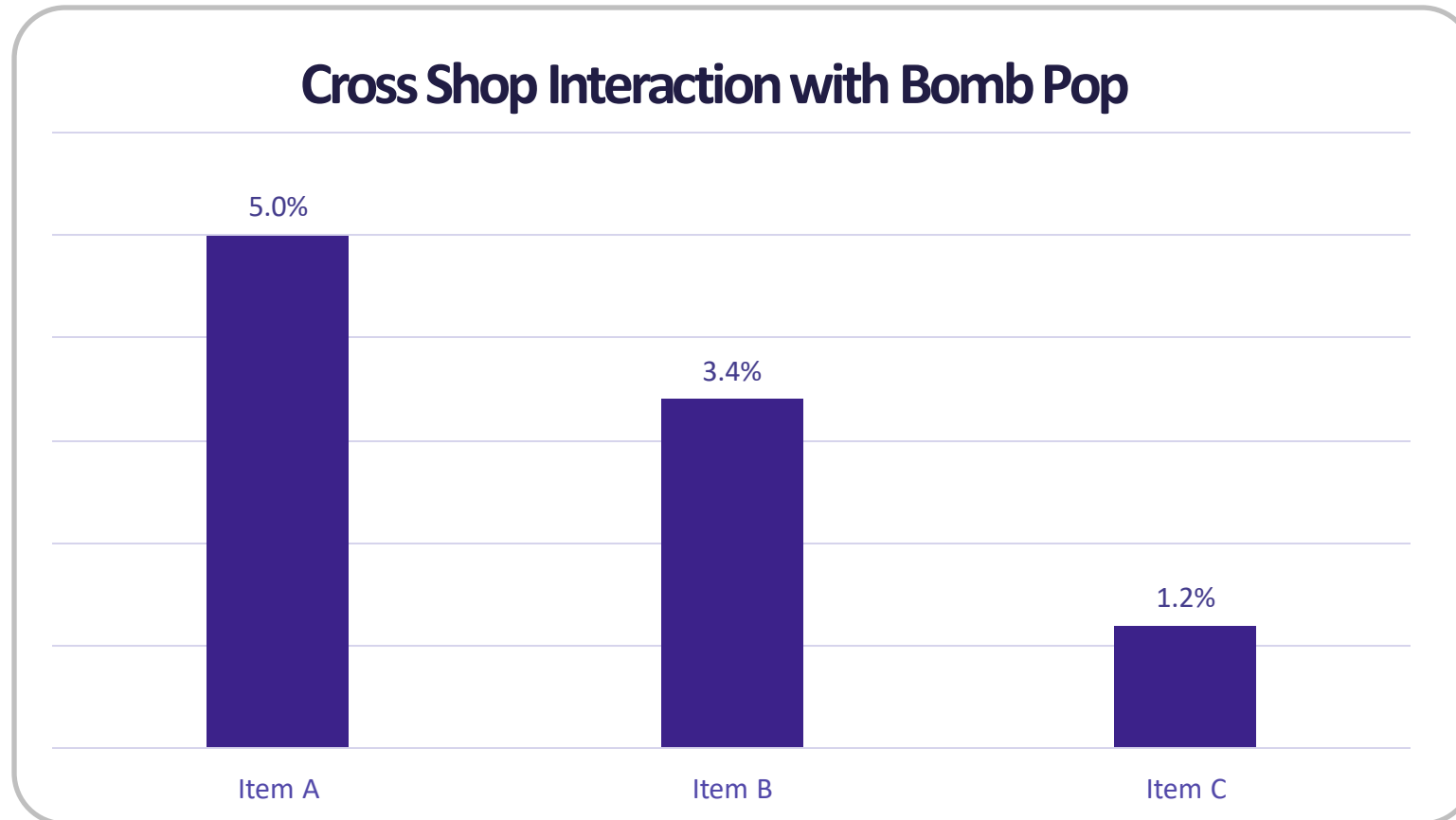
Question: How much does Bomb Pop Original interact with the 3 other top items?



Scintilla Case Study: Wells Enterprises, Inc.

The approach:

The **Shopper Behavior Cross Shop** report also showed that Bomb Pop Original customers were very loyal to the brand, with minimal shopping across the other top summer items.

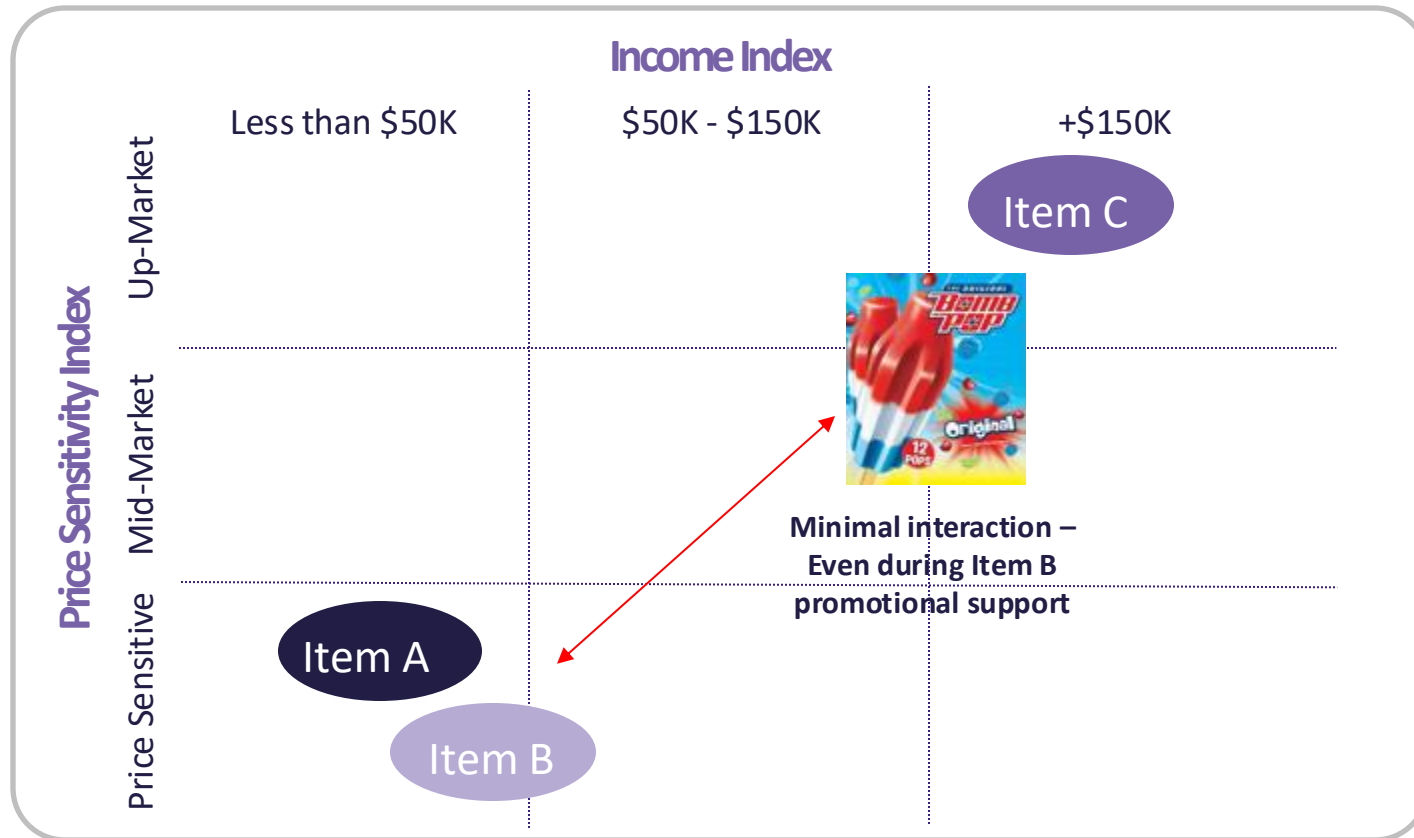




Scintilla Case Study: Wells Enterprises, Inc.

The approach:

Additionally, the **Shopper Behavior Shopper Profiles** showed that Bomb Pop Original indexes higher with Mid-Market/Up-Market and higher income customers.



Wells recommended to Walmart that supporting Bomb Pop will bring in a different group of shoppers than the strategic price sensitive items.



Scintilla Case Study: Wells Enterprises, Inc.

The approach:

With this data in hand, they asked their Walmart Merchant team for additional in-store support for Bomb Pop Original during the summer of 2024. The Merchant agreed and they developed a game plan. They would run two different tests that featured end cap displays in various stores while simultaneously running a rollback in all stores on the tail end of the test.



2024 support for Bomb Pop Original

897 Store End Cap Display April 30 – July 1

2,011 Store End Cap Display July 30 – August 26

ROLLBACK IN ALL STORES July 1 – September 29

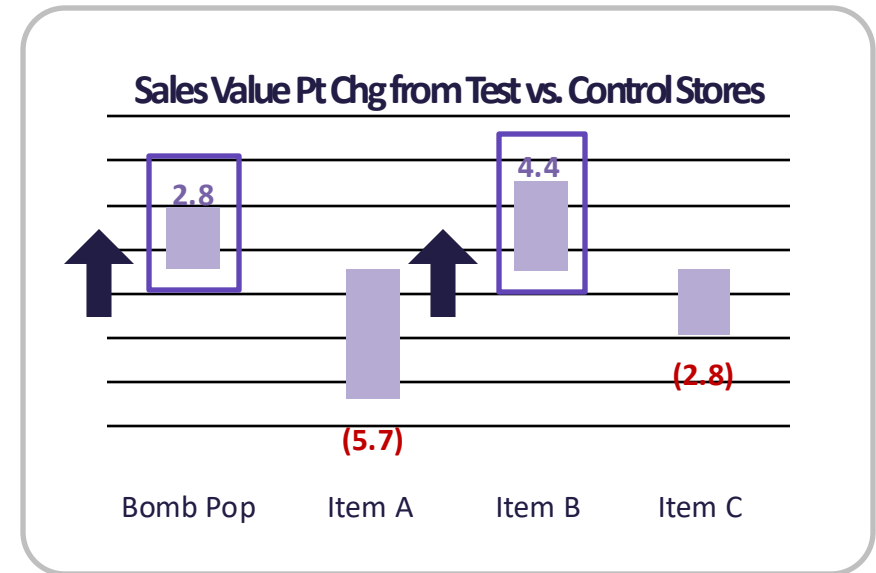
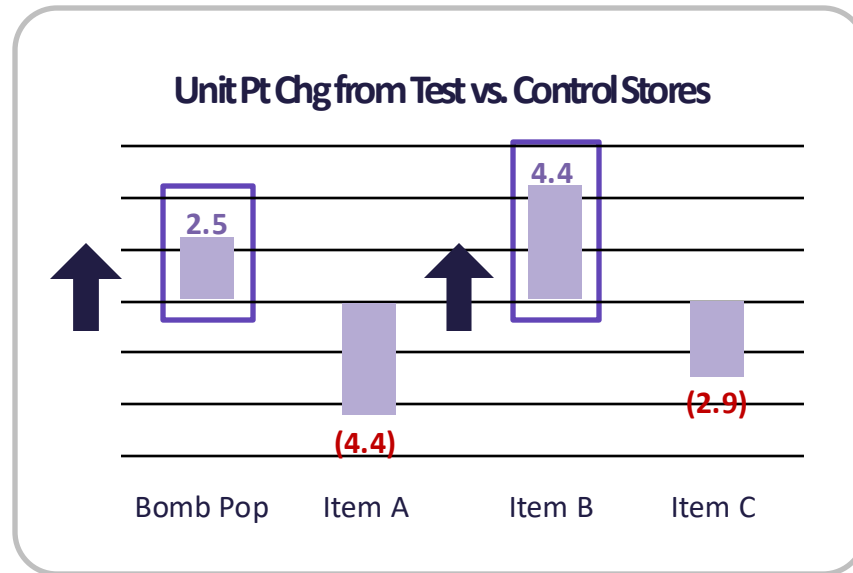


Scintilla Case Study: Wells Enterprises, Inc.

The results:

From April to July, they ran end cap display tests in 897 stores. During this time, they looked at the **Shopper Behavior Performance in Detail** report to compare the test and control stores while also confirming if there was any switching or cross shopping. This test resulted in both Bomb Pop Original and Item B performing better in the test stores.

End Cap Display

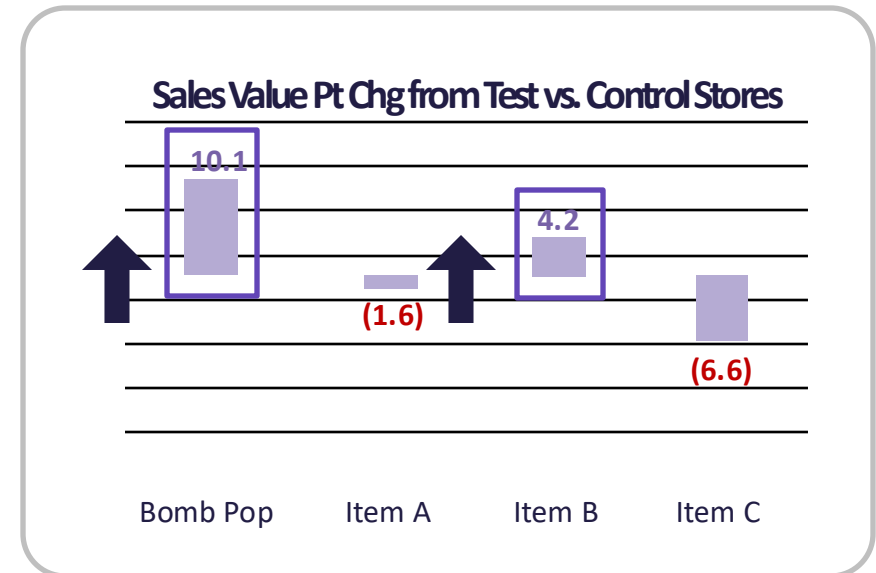
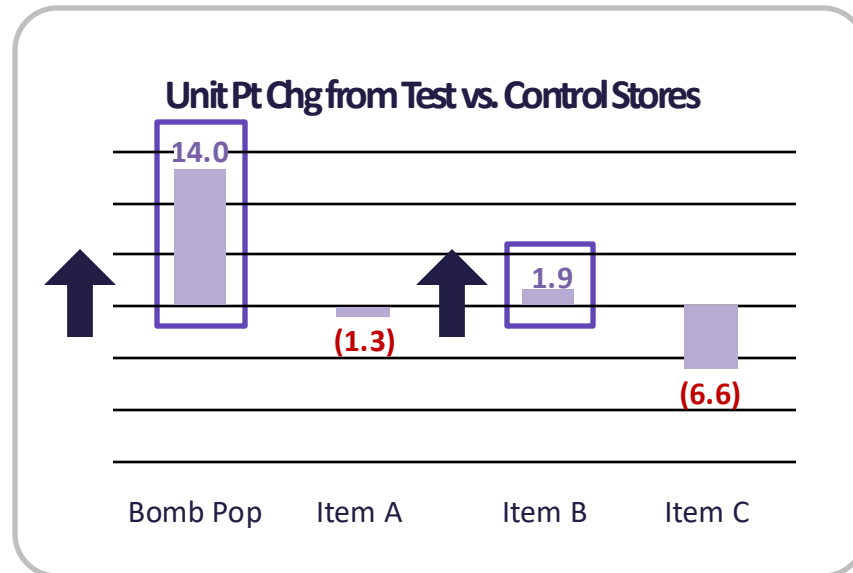




Scintilla Case Study: Wells Enterprises, Inc.

The results:

Additionally, they ran the same test from July to August with Rollbacks in 2,011 stores. This much larger test resulted in Bomb Pop Original having a strong performance while Item B still performed stronger in the test stores.





Scintilla Case Study: Wells Enterprises, Inc.

The results:

This support led to Bomb Pop Original units taking off in the summer of 2024.



2024 Summer Results vs. YA
(Week 14-Week 31)

↑ Units vs YA

↔ Dollars vs YA

Next Steps: Continue to bring actionable insights to help Walmart plan for 2025.



Scintilla Case Study: Wells Enterprises, Inc.

The results:

After seeing the real-world impact of data-driven decisions, the Wells team plans to continue utilizing Scintilla to bring actionable insights forward for future projects.



Customer Perception studies

- Completed over 30 studies working with their internal Insights teams and Walmart Data Ventures
- Results being used to shape internal strategy and answer Walmart Team questions



Assortment Deep Dive

- Created for all categories and utilized during Line Review to test item theories
- Allowed better understanding of substitution and the value of some lower performing items incrementality to the category



Channel Performance

- Track sales for more insightful efficient reporting
- Merchandising team using store level info to make better decisions