

Walmart Luminate Case Study

Know the shopper ‘butter’:
Cracker consumer & shopper assessment



“
(Walmart Luminate) solidified the role we play in the category.



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Walmart Luminate 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

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

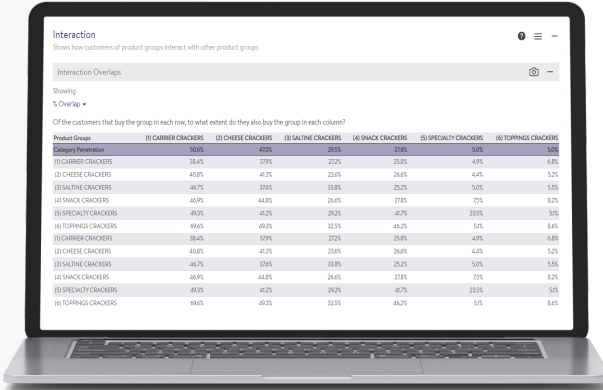
- Identify the Walmart cracker shopper and their behavior
- Uncover the role of the RITZ portfolio with Walmart shoppers
- Define key outputs needed for success
- Align on key questions to ask Walmart shoppers
- Leverage cross-functional teams to help solve the problem (Insights & Analytics, Brand, and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



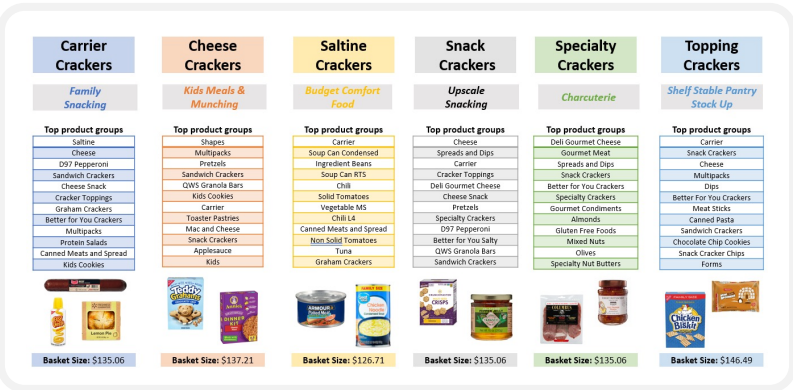
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The approach: Identify the **what** and the **why**

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%



+28%

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

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

Shopper Behavior also revealed:

There is exclusivity by size for RITZ shoppers



And RITZ shoppers are loyal to flavors

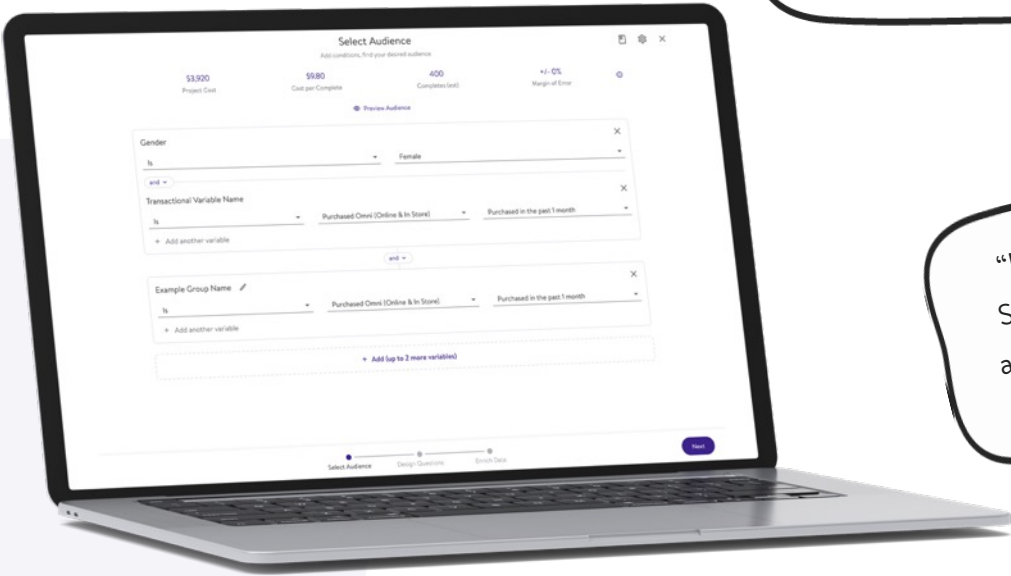


With these insights Mondelez was equipped to better answer questions about pack types and flavors.

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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

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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

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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 Walmart Luminate 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 Walmart Luminate, all of our eyes have been opened. We’ve gone deeper and asked better questions.”



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