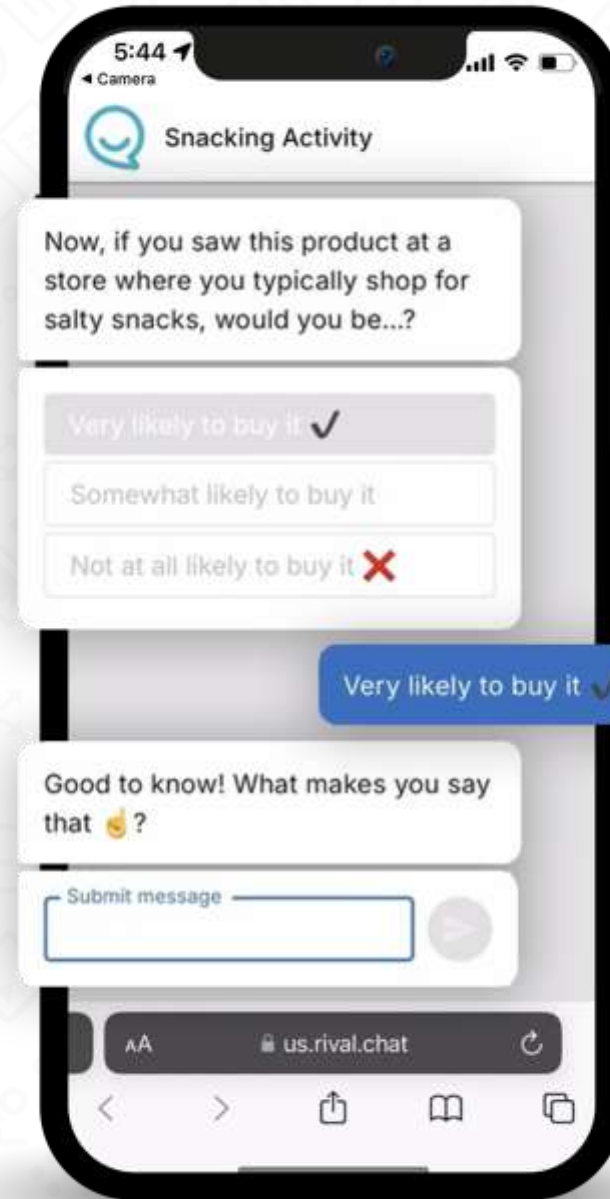


THE FUTURE OF SNACKING:

How **Cheez-It** embraced an AI-accelerated, mobile chat-based research approach for innovation testing



Kellanova

Reach3

RIVAL

RIVAL GROUP COMPANIES

Speakers



Jonathan Dore | Reach3 Insights
Executive Vice President & Founding Partner



Scott Healy | Cheez-It
Sr. Manager Insights & Analytics

CHEEZ-IT[®]



A VERY CHEEZY HISTORY

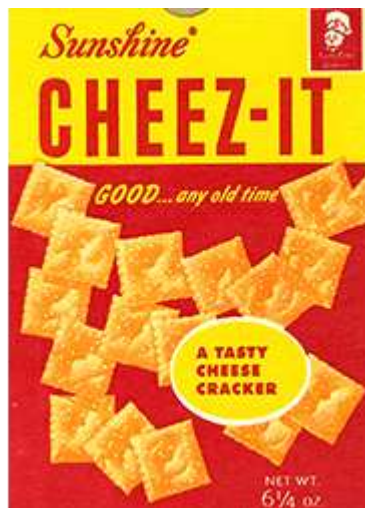
THROUGH THE DECADES

1921

The Green & Green Company
brings Cheez-It® into the world



1932



1996



2001

Kellogg's



2023

Kellanova





Rewind to April 2023



Kellanova | The Rival Group



Traditional
●
Approach

New
●
Approach





The New Way

A quant + qual innovation territory test
using a **mobile chat-based** and
AI-accelerated approach



Breakdown of Our Approach

Kellanova

Reach3

RIVAL

RIVAL GROUP COMPANIES

IDEA

(Least fleshed out)

VS.

TERRITORY

VS.

CONCEPT

(Most fleshed out)

Cheez-It Smoked

Inspired by flavors that only come from a low and slow method of cooking to create a depth of rich, smoky flavor unlike any other, taking cheese to the next level.



Introducing a new line of Cheez-It crackers with smokey, cheesy flavors, like Applewood Smoked Cheddar, Mesquite Cherrywood Gouda, and Spicy-Hickory Swiss.



These Cheez-Its combine our 100% real cheese guarantee with the popular smoking-flavor method to create unique flavors that offer an exciting, & cheesy-snacking experience.

Traditional Survey vs.

How likely are you to recommend Windows 10 to a friend or colleague?

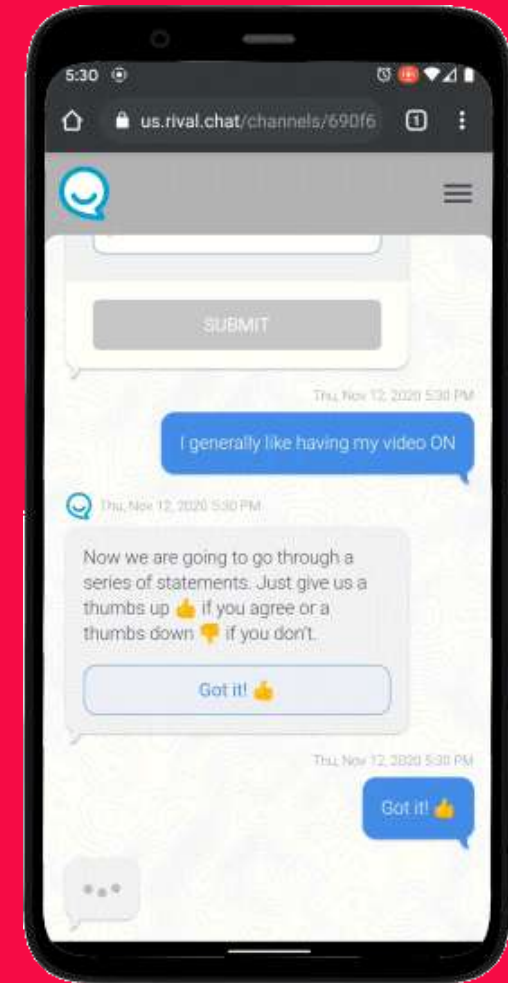
☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Not at all likely Extremely likely

Please explain why you gave this score.

I need you to understand that people don't have conversations where they randomly recommend operating systems to one another

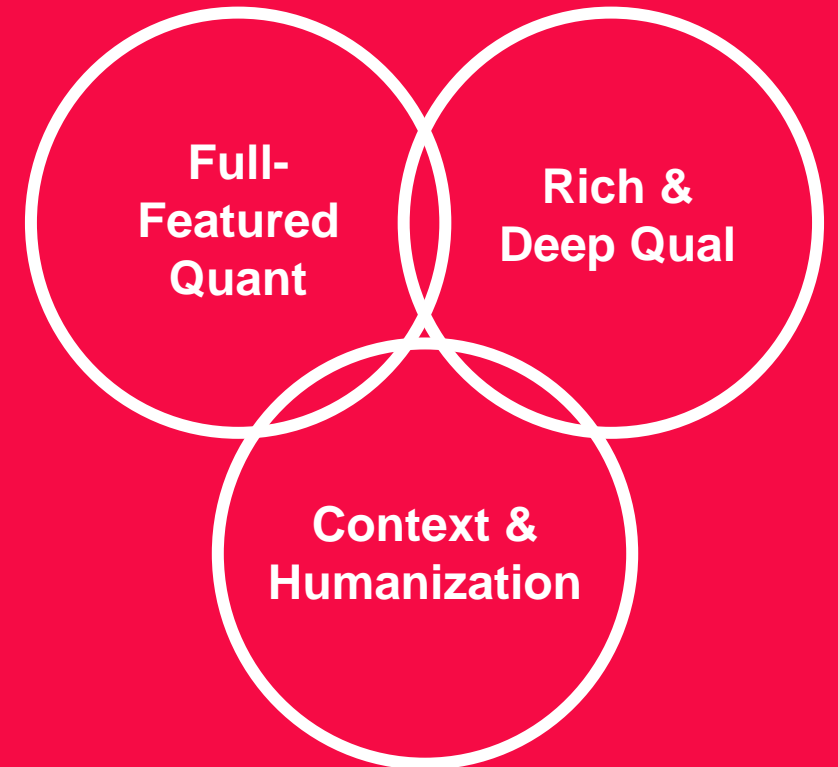
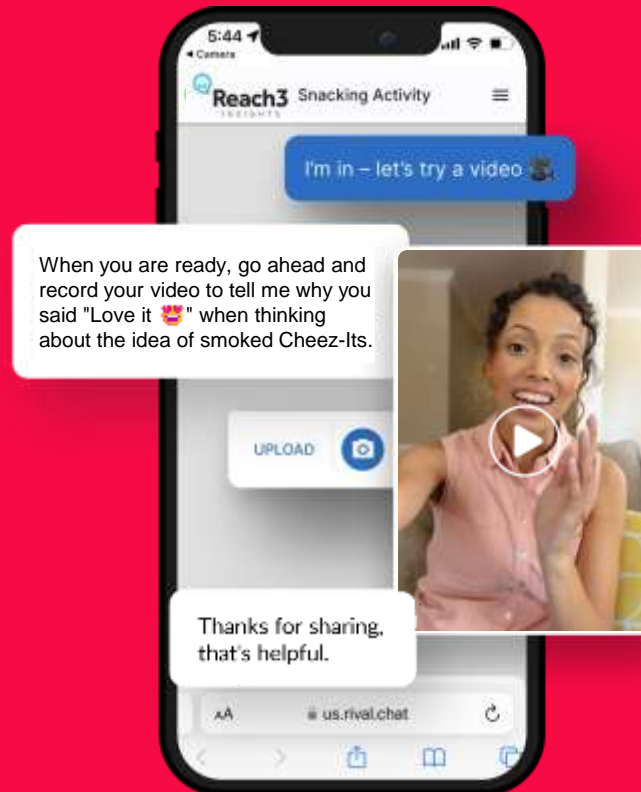
...Mobile Chat!



Quant...



vs. Quant & Qual!





Benefits of Our Approach

Kellanova

Reach3

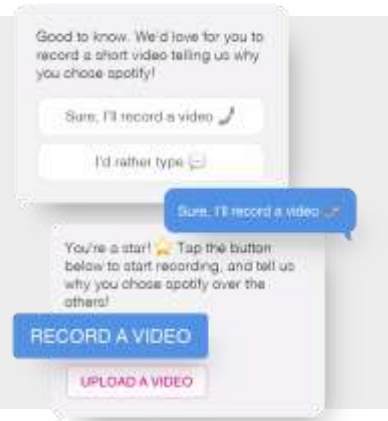
RIVAL

RIVAL GROUP COMPANIES

Benefits of Our Approach

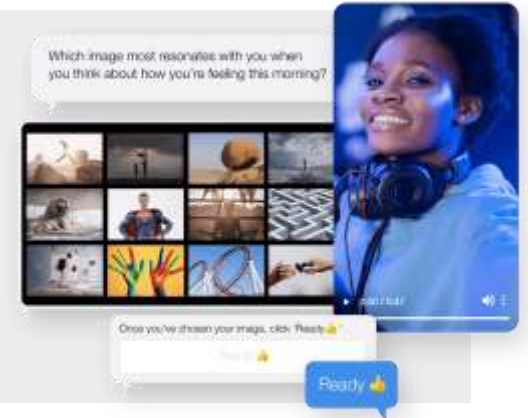
1

Embedded AI to adapt & extract



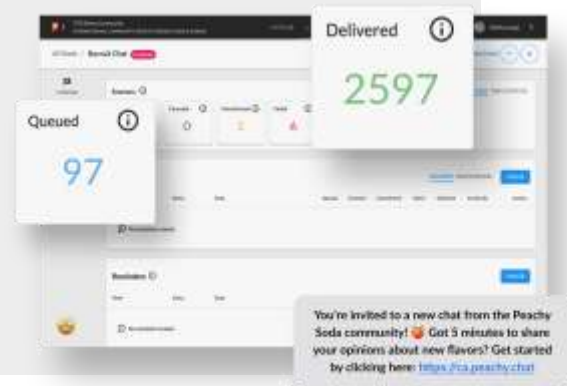
2

High engagement & depth of disclosure



3

Ability to recontact (via SMS)



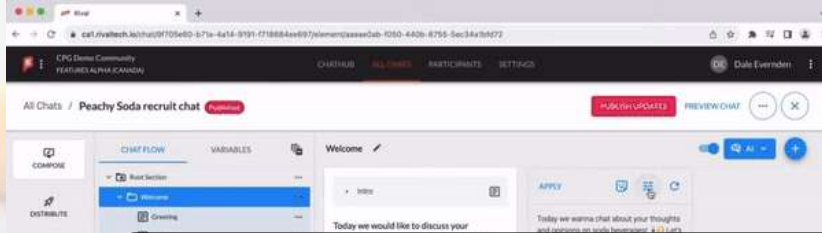
4

More is more...
richer, deeper insights!

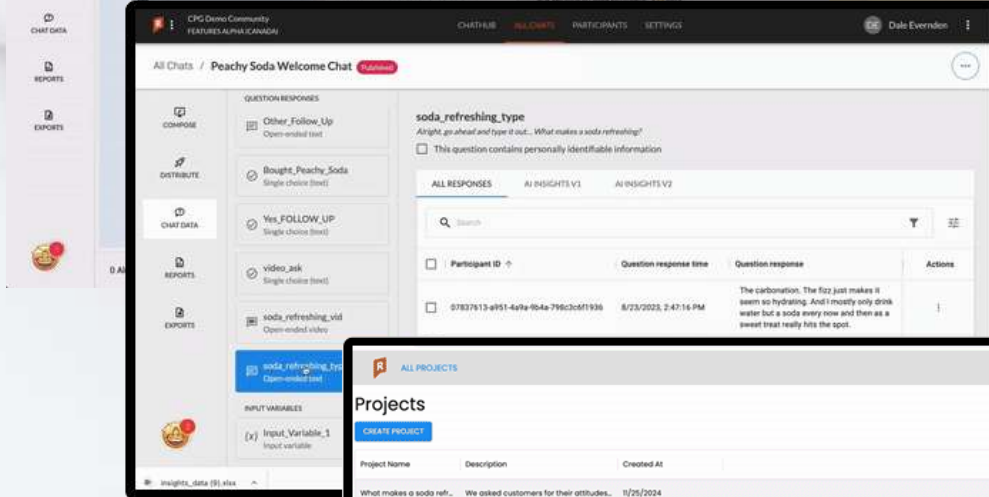


Benefit #1

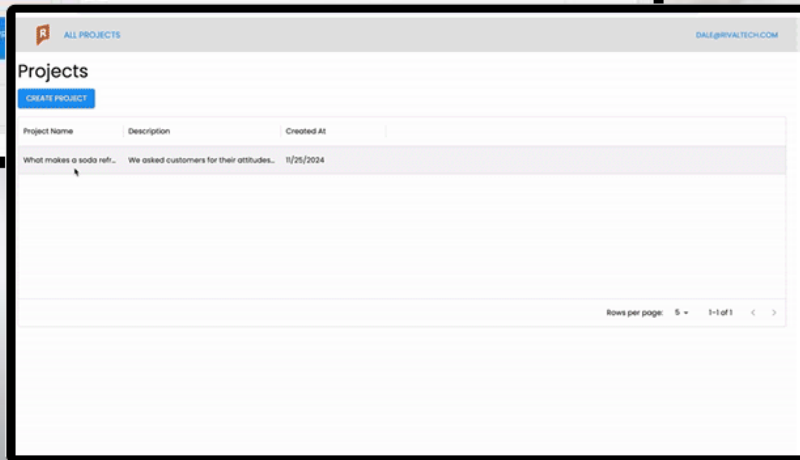
AI to Adapt & Extract



Match tone of research
with tone of brand



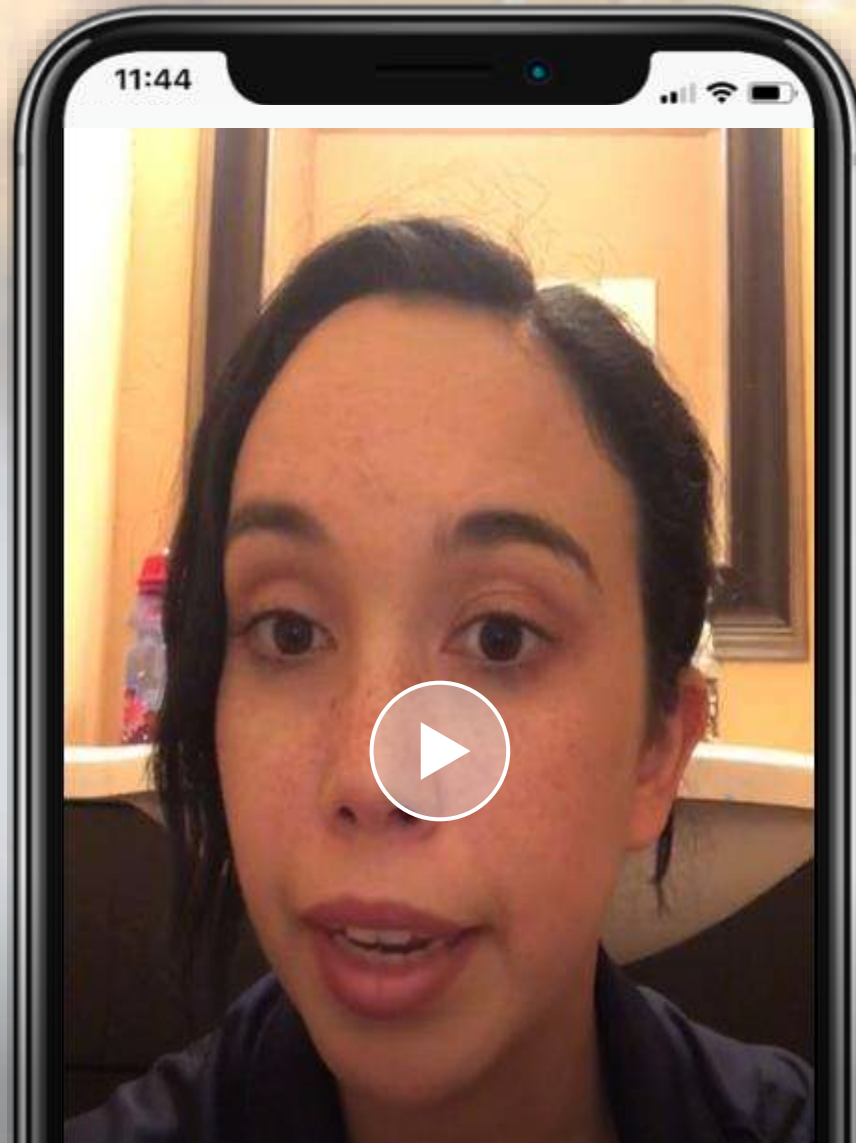
Maximize ROI of qual
content



Create reels to enhance
storytelling and activation

Benefit #2

Higher Engagement & Depth of Disclosure



Increased participation
from Gen Z



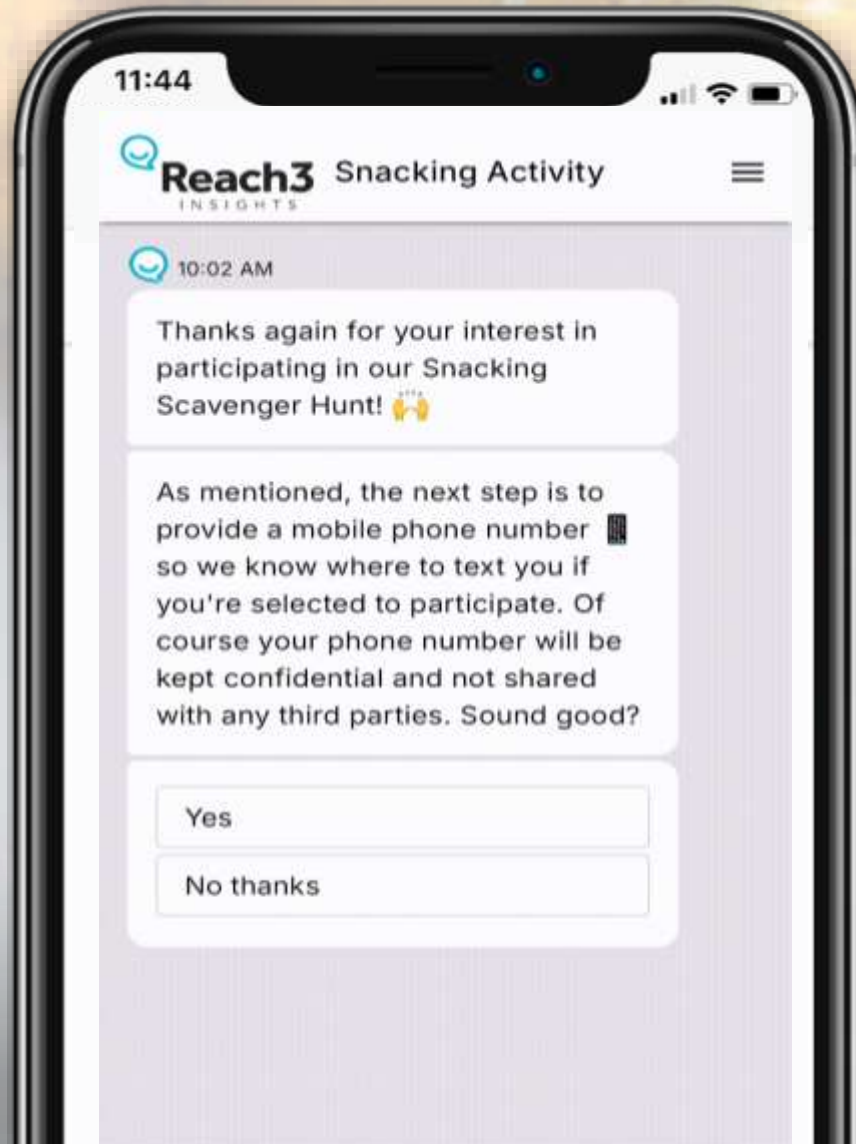
+700% length
of verbatims

Kellanova



Benefit #3

Ability to (Easily) Recontact



SMS-based recontact



On-demand sample pool



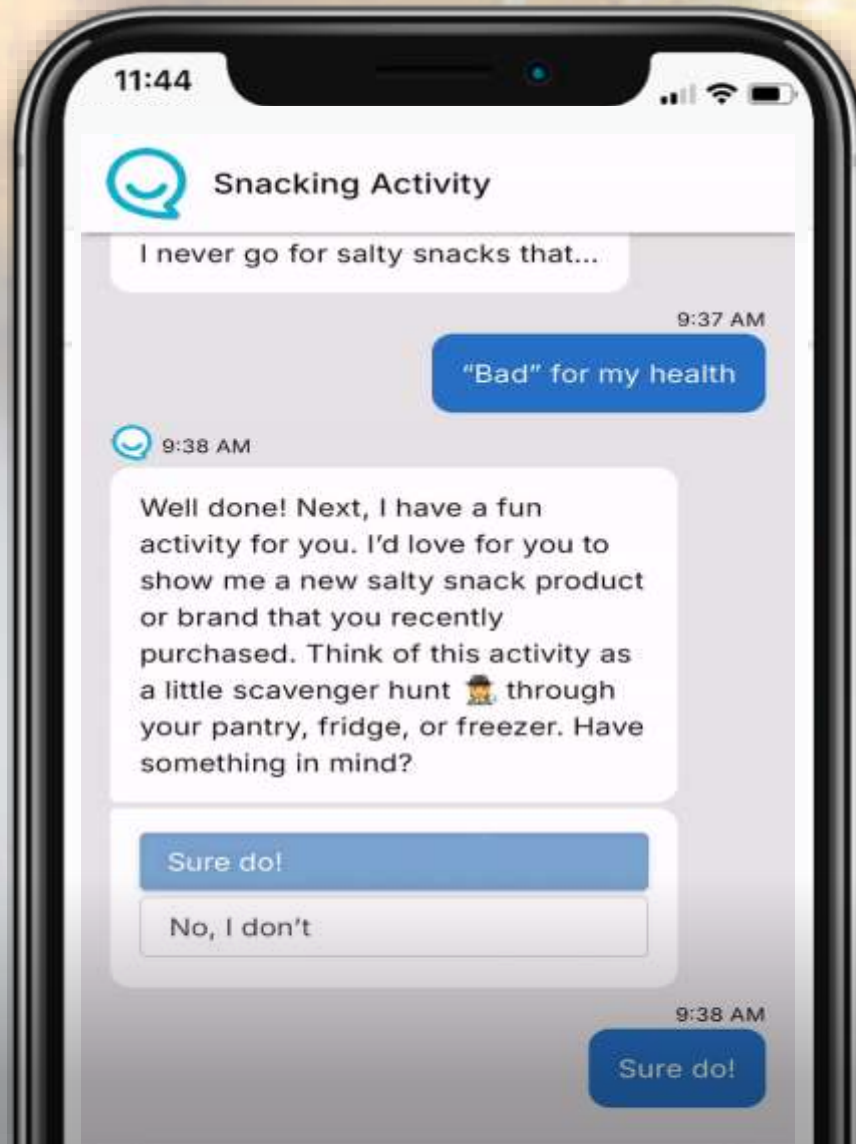
Immediate &
in-the-moment

Kellanova



Benefit #4

More is More



Photos
(snacking scavenger hunt)



Videos
(selfies & rear-facing)



Consumer-led optimization



Results from Our Approach

Kellanova

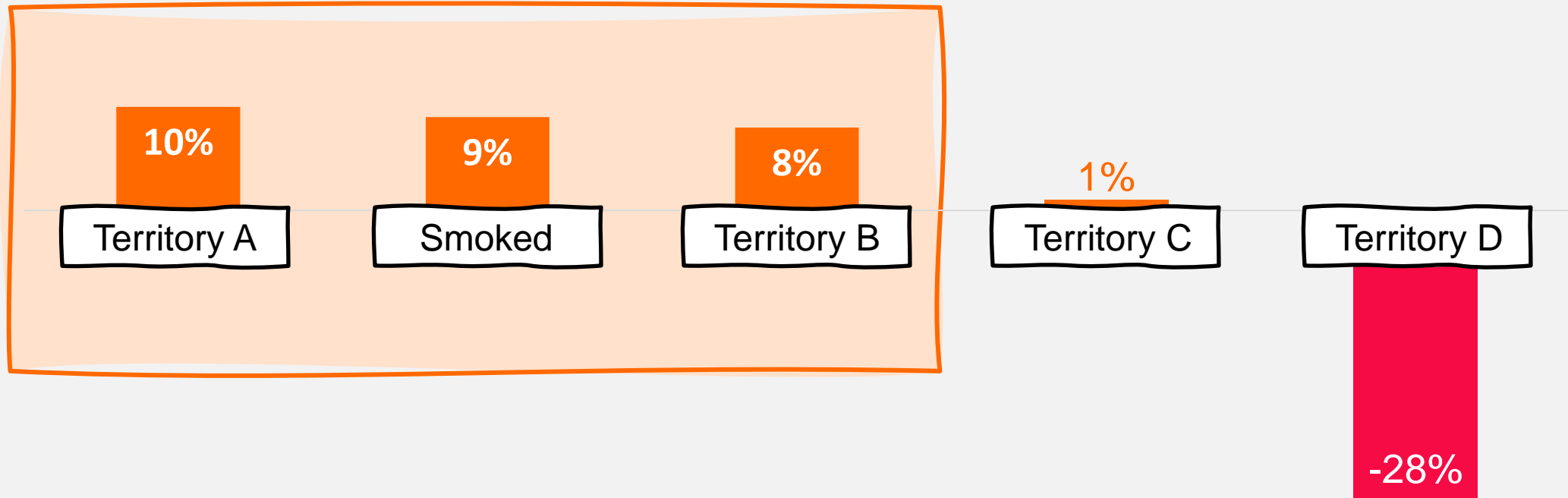
Reach3

RIVAL

RIVAL GROUP COMPANIES

A three-way tie at the top...

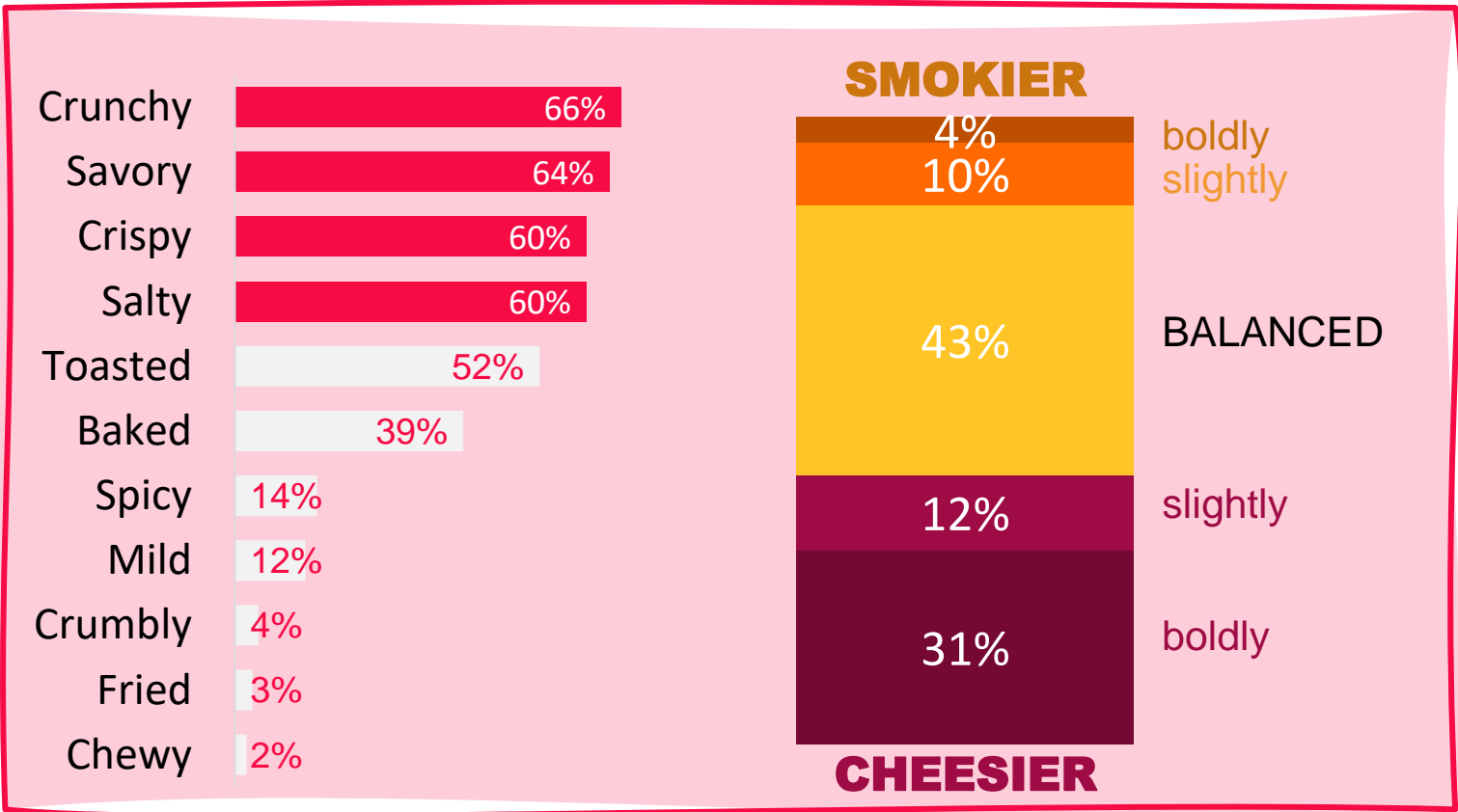
Net Preference Scores



Results fed into the R&D Brief

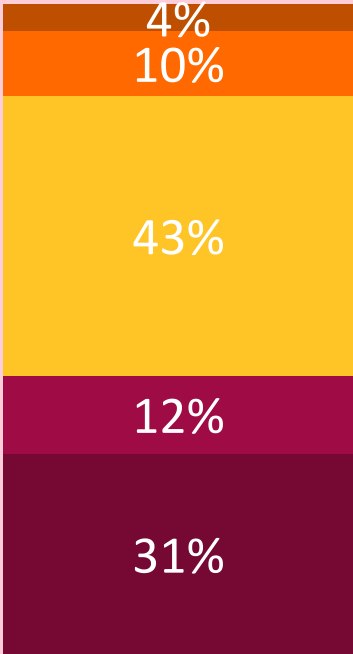
Cheez-It Smoked must balance the classic, **bold cheesy flavor** using **real cheese ingredients**, with an **authentic smokey taste** in the **crunchy Cheez-It cracker** that everyone loves.

TEXTURE



FLAVOR

SMOKIER



boldly
slightly

BALANCED

slightly

boldly

Bonus deliverables... to extend the 'reach' of insights

Digital Topline & Video Storytelling

Highly visual, custom-designed mobile deliverable to bring to life top learnings for Kellanova stakeholders



Detailed PowerPoint Report
with Key Findings & Recommendations



Outcomes from Our Approach

Kellanova

Reach3

RIVAL

RIVAL GROUP COMPANIES

Introducing...

Cheez-It Smoked

Inspired by flavors that only come from a low and slow method of cooking to create a depth of rich, smoky flavor unlike any other, taking cheese to the next level.



Introducing a new line of Cheez-It crackers with smokey, cheesy flavors, like Applewood Smoked Cheddar, Mesquite Cherrywood Gouda, and Spicy-Hickory Swiss.



These Cheez-Its combine our 100% real cheese guarantee with the popular smoking-flavor method to create unique flavors that offer an exciting, & cheesy-snacking experience.

Introducing...

Cheez-It Smoked

Inspired by flavors that only come from a low and slow method of cooking to create a depth of rich, smoky flavor unlike any other, taking cheese to the next level.



Introducing a new line of Cheez-It crackers with smoky, cheesy flavors, like Applewood Smoked Cheddar, Mesquite Cherrywood Gouda, and Spicy-Hickory Swiss.



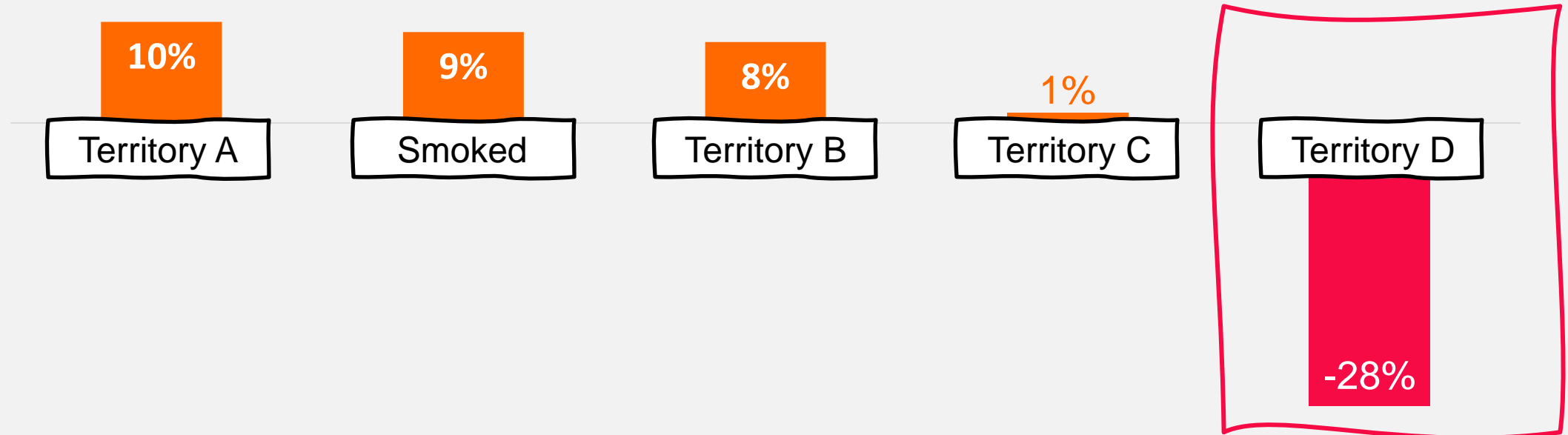
These Cheez-Its combine our 100% real cheese guarantee with the popular smoking-flavor method to create unique flavors that offer an exciting, & cheesy-snacking experience.

Introducing...



And coming soon...

Net Preference Scores



Q&A



Scott Healy

Sr. Manager Insights &
Analytics



Jonathan Dore

Executive Vice President &
Founding Partner

**What research approaches
excite you the most today?**



Tell us for a
chance to win!

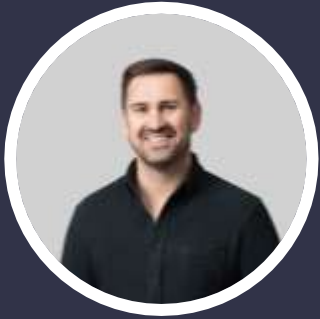
Visit us at Booth 108
for more info



Kellanova



Thanks!



JONATHAN DORE
Executive Vice President
& Founding Partner



SCOTT HEALY
Sr. Manager Insights
& Analytics, Cheez-It

