LEVELING UP ON INCREMENTALITY

How Woxi's predictive analytics bring always-on incrementality to PepsiCo's innovation pipeline.

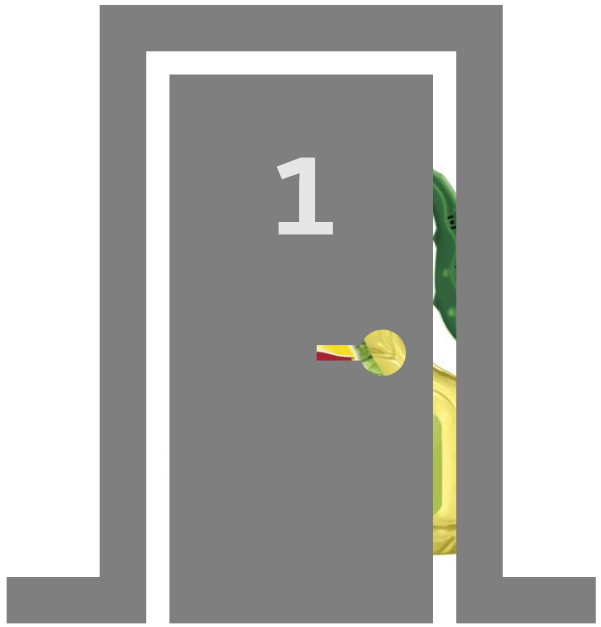
Mark Gillespie
EVP, Woxi

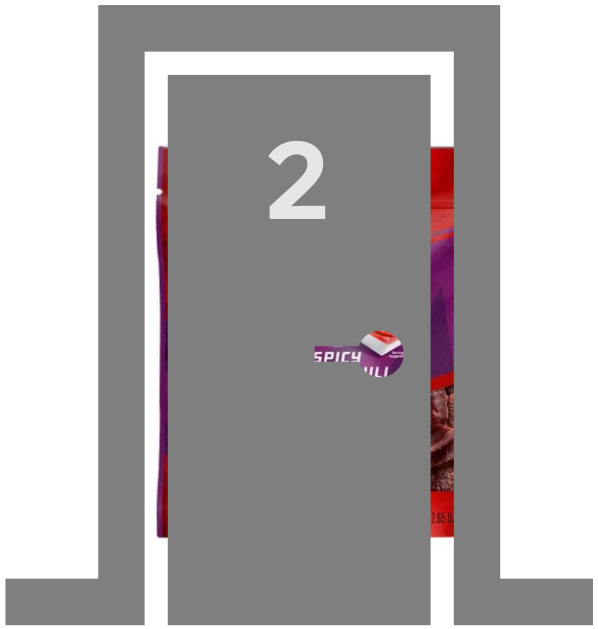
Laura Saeva
Director of Consumer Insights, PepsiCo

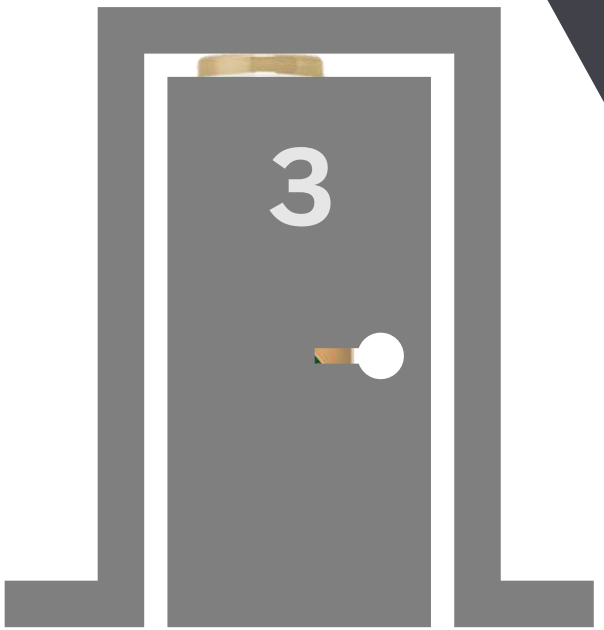
MY LITTLE SECRET…

“LET THE GAME SHOW BEGIN!”

GUESS THE BRAND PARTNERSHIP







LAUNCHING INNOVATIONS

Has often been a game of chance.

NEW PRODUCT SALES PREDICTION ISN'T WORKING

- *"Sales expectations are unrealistic, unaligned."*
- *"Sales forecasts are "just a number."*
- *"Sales projections become stale."*
- *"I only have the time and budget for forecast rigor on high capex, high risk launches."*

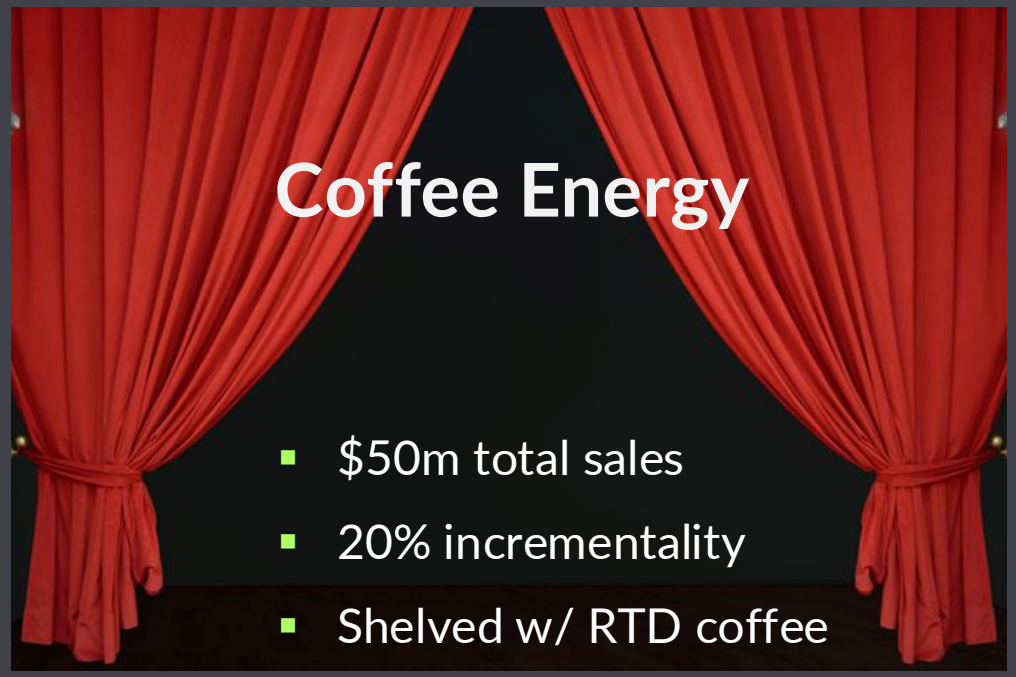
- Modern, cloud-based, always-on platform.
- Leverages the data you already own from the providers you prefer.
- Grounded in actual launches from your category.

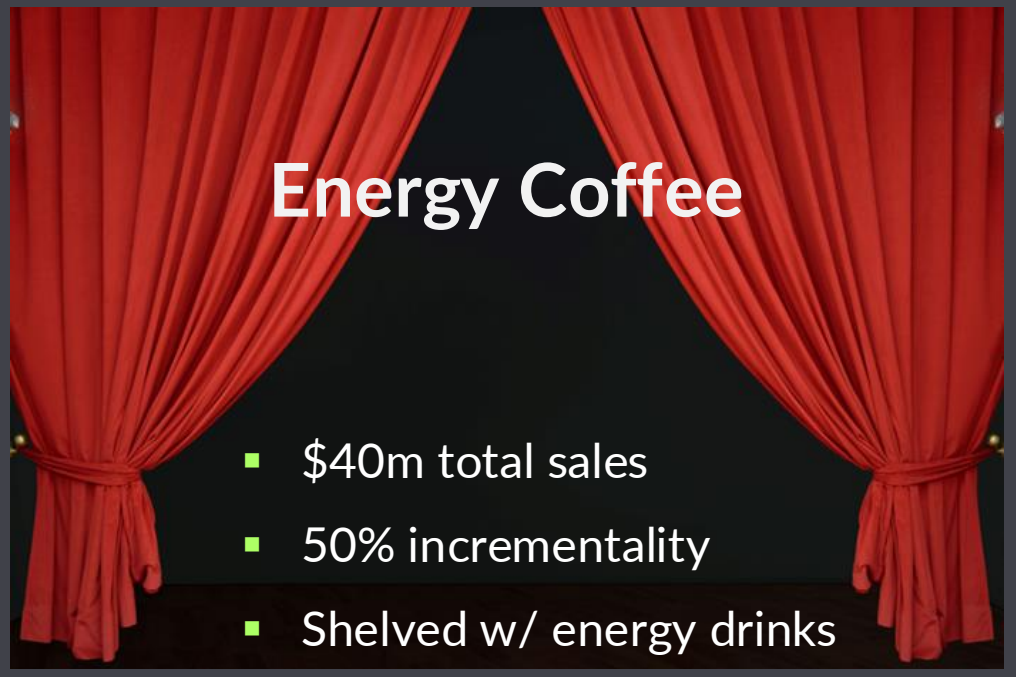
TWO POTENTIAL POSITIONINGS FOR A NEW PRODUCT LAUNCH

Which would you choose?

WHAT IF YOU COULD PEAK BEHIND THE CURTAIN?

NOW, which would you choose?

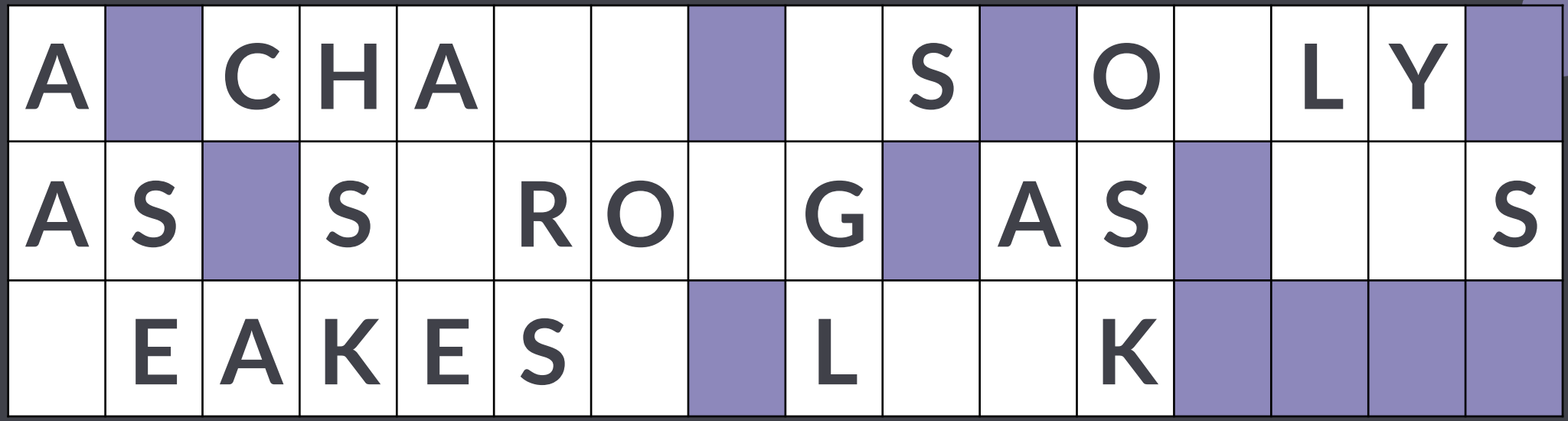




IT’S AN INNOVATION TRANSFORMATION

From:		To:
"Sales expectations are unrealistic, unaligned."	→	*"Translating insights to action to understand what drive sales."*
"Sales forecasts are “just a number.”	→	*"Always-on simulator for forecasting at your fingertips."*
"Sales projections become stale."	→	*"Aligned, realistic sales expectations: make good ideas stronger, stop wasting time on bad ones."*
"I only have the time and budget for forecast rigor on high capex, high risk launches."	→	*"Forecasts for every initiative."*

GUESS THE FAMOUS PHRASE

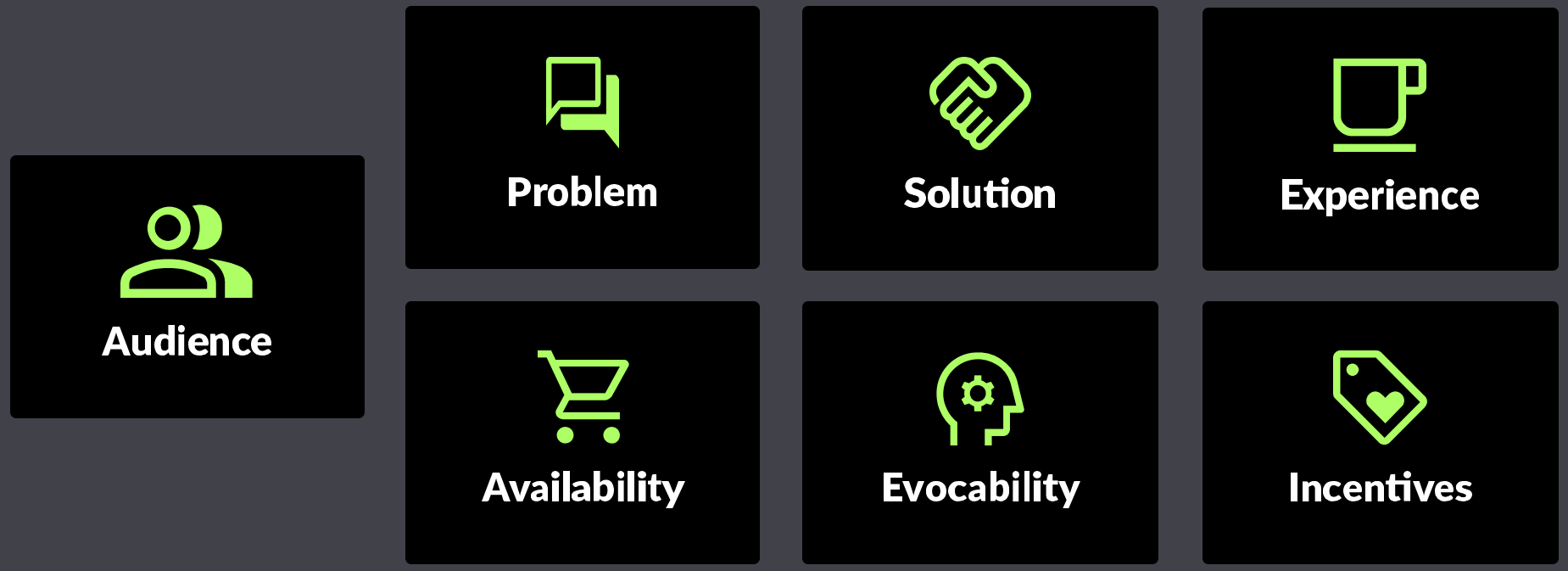


GUESS THE FAMOUS PHRASE

A		C	H	A	I	N		I	S		O	N	L	Y	
A	S		S	T	R	O	N	G		A	S		I	T	S
W	E	A	K	E	S	T		L	I	N	K				

WOXI BREAKS DOWN NEW PRODUCT SALES INTO THE 7 KEY DRIVERS

Design



Activation

SEAMLESSLY INTEGRATE INSIGHTS

From your preferred consumer research partners.

zappi

Dig Insights

Upsiide

veylinx

boltchat AI

toluna

BLACK SWAN DATA

curion
Consumer Insights. Delivered.

METRIXLAB
a toluna company

GutCheck
a toluna company

Highlight.

Beha>iorally
The Transaction Experts

eyesee

GUESS THE NUMBER WITHOUT GOING OVER!

What is Starbucks' market share of the US Ready-to-Drink Coffee market?

GUESS THE NUMBER WITHOUT GOING OVER!

What is Starbucks' market share of the US Ready-to-Drink Coffee market?

75%!

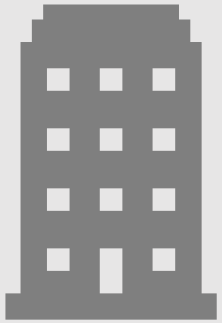
Source: Circana Data

INNOVATIONS NEED TO APPEASE THREE CONSTITUENCIES

1. The Consumer

2. The Customer

3. The Company



WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

#1

#2

#3

WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

#1 Parent brand market share

#2

#3

WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

#1 Parent brand market share

#2 People's perceptions of the new product

#3

WHAT ARE THE TOP 3 FACTORS THAT IMPACT NEW PRODUCT INCREMENTALITY?

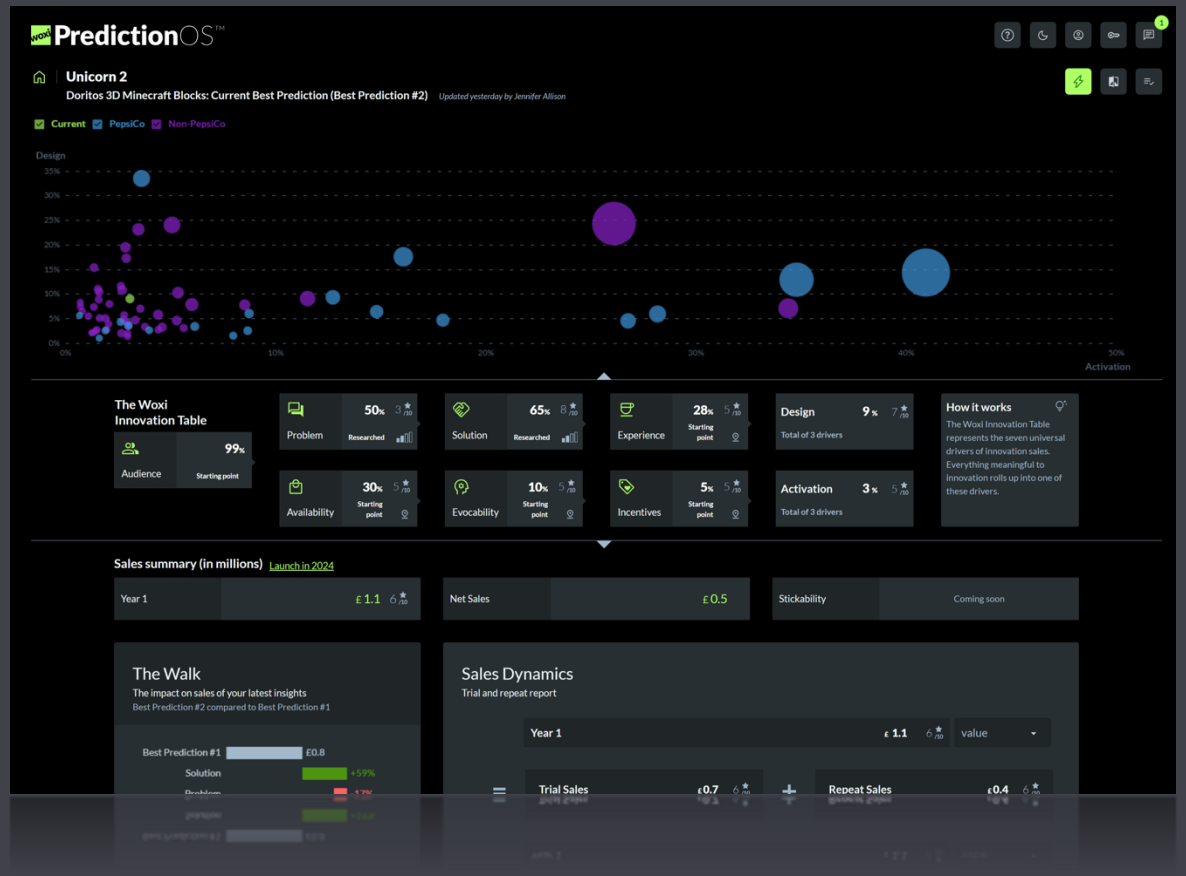
#1 Parent brand market share

#2 People's perceptions of the new product

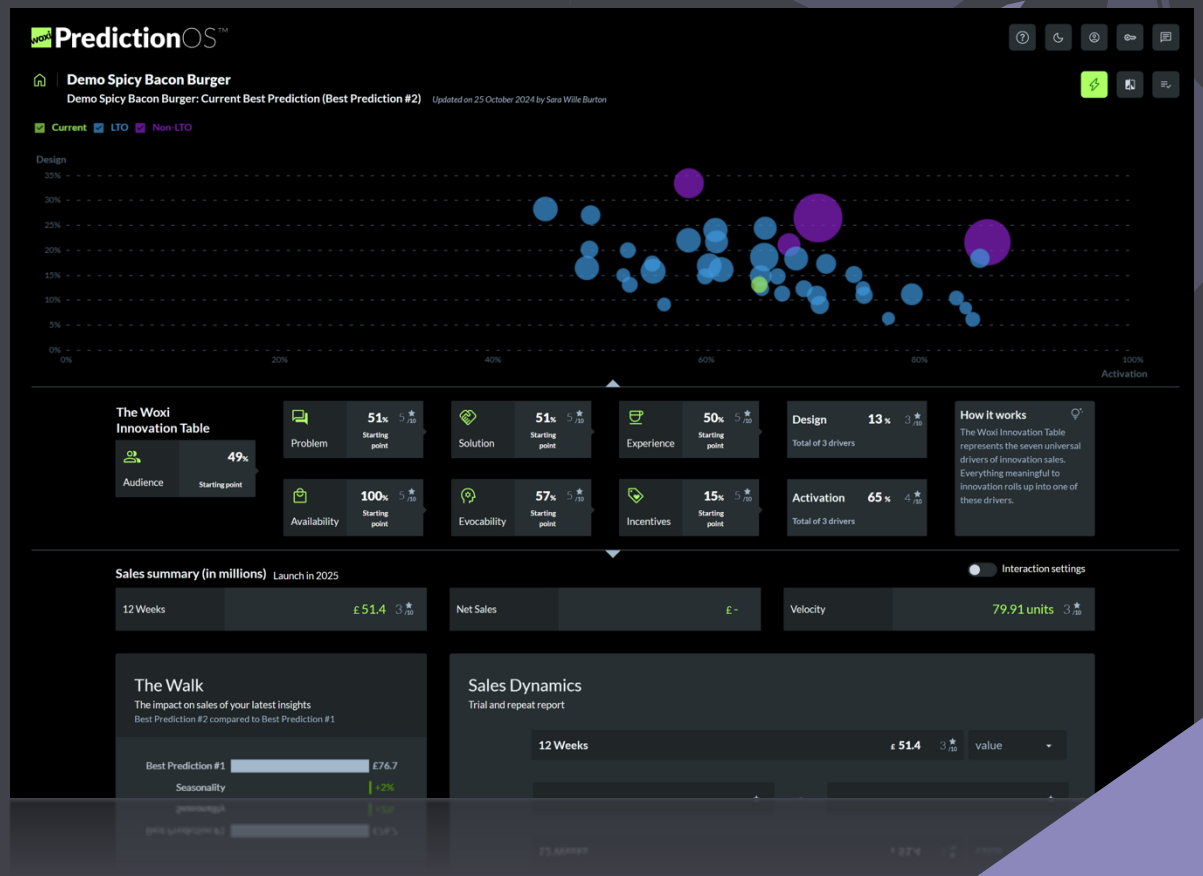
#3 Execution of the new product launch

WOXI: INCREMENTALITY AT YOUR FINGERTIPS

Consumer Packaged Goods



Quick Serve Restaurants



FINAL QUESTION…ERR ANSWER

This product was the first ever launched by the North American Coffee Partnership.

Its name is a mash up of the French word for “beaten milk” and a famous Italian coffee drink.

What is a Frappuccino?

LET'S CHAT OR DEMO!
BOOTH 107

https://woxi.io

Mark@woxi.io
Susan@woxi.io
Jennifer@woxi.io