



Turning Insights into Action

Laken Faccio and Sabrina Brown

About Us



Laken Faccio
Consumer Insights
Manager
Still and Sparkling Waters



Sabrina Brown
Consumer Insights
Manager
Flavored CSDs

Agenda

- 1 KDP Vision**
Insights Integration
- 2 Insights & Analytics Team**
Team Organization
- 3 Research Territories**
Where we focus efforts
- 4 Case Studies**
Canada Dry & Core Hydration



KDP Makes Consumers Integral to Our Business Strategy

OUR PURPOSE

Drink Well. Do Good.

OUR VISION

A beverage for every need, anytime, anywhere

OUR STRATEGIES

Champion
consumer-obsessed
brand building

Shape our
now and next
beverage portfolio

Amplify our
route to market
advantage

Generate
fuel for growth

Dynamically
allocate capital

OUR CULTURE

Top beverage talent with a challenger mindset

Team First // Deliver Big // Think Bold // Be Fearless and Fair



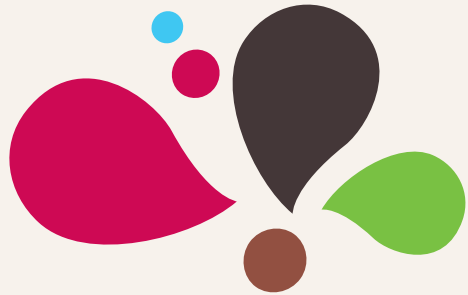
Drink in the Possibilities

MARKETING MISSION

WIN THE HEARTS OF CONSUMERS

excelling at...
EMPATHY | RELEVANCE
COURAGE | PARTNERSHIP





THE KDP WAY

Marketing

our belief system

SPEED

CONSUMER OVER CONTROL

- Lead with consumer empathy
- Empower co-creation
- Entrench consumer first mindset

PROGRESS OVER PERFECTION

- Bias towards action
- Reject the need to be perfect
- Fail forward

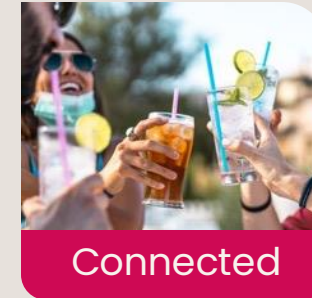
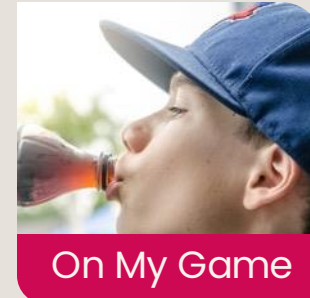
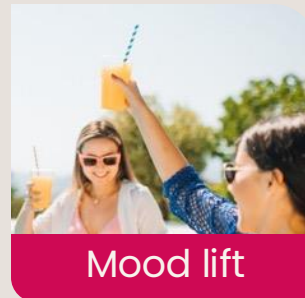
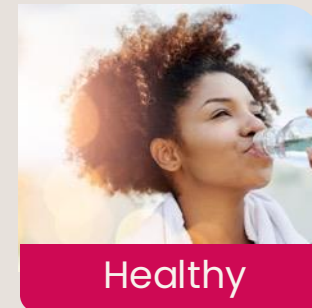
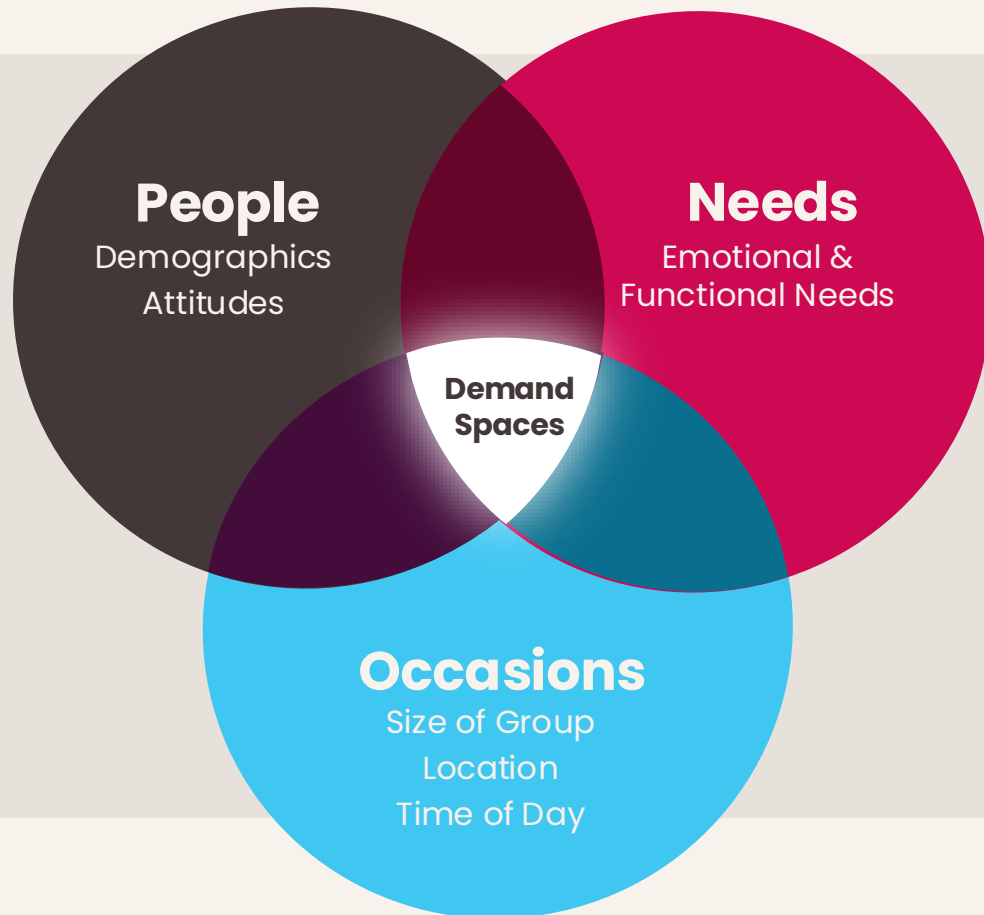
MAKING OVER MANAGING

- Empower agile teams
- Embed tools and training
- Relinquish control for speed

CREATIVITY

Our consumer-led brand building is centered on Demand Spaces

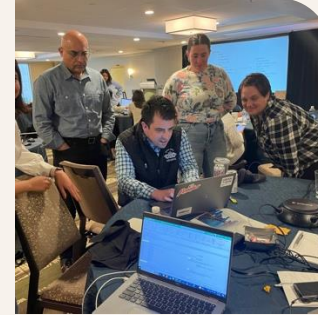
It begins with understanding the intersection of needs, consumers and occasions



KDP Organizes Data, Consumer, and Shopper Insights into Three Teams that Work Together



In Getting The Work Done, We Have Fun Together



Research Toolkit

We prioritize research in 3 key areas

Our insights team leverages tried and true methodologies in addition to testing and learning with cutting edge approaches in our industry



Foundational Brand Building

Shop-a-longs

In Depth Interviews

Drivers/Barriers

Attitude & Usage



Innovation

Macro Trends

Concept and Idea tests

Competitive Intelligence

In-home Usage Tests



Communications & Creative

Social Listening

Focus Groups

Equity Tracking

Quant Creative Testing

Case Studies

Two Case Studies to Show the Breadth of our Consumer-centric Approach

INNOVATION

Canada Dry Fruit Splash



CONTENT & CREATIVE

Core Hydration x USA Gymnastics



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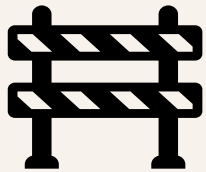
We conducted multiple phases of research to truly understand ginger ale barriers and jobs to be done

Research Workstream

Identify Target
& Objective



Establish
Guardrails



Identify
Current
Barriers



Solution-
storming



Insight
Workshops



Co-Creation



Concept Screen



Quick Predict



**Of 7 concepts tested in Quick Predict,
Fruit Splash rose to the top due to its
high PI + incrementality to Canada Dry**

**GINGER ALE BUYER PURCHASE
INTENT** ●

INCREMENTALITY ●

NEED/DESIRE ●

DISTINCT AMONG CSDS ●

ADVANTAGE ●

CREDIBILITY ●

DEVELOPMENT COMPLEXITY ●



Canada Dry Fruit Splash is bringing new HHs to the TM



#1

2024 Soda Innovation Launch

(dollar and volume)

40%

Repeat Buyers

"I loveee the fruit taste it leaves a really good after taste too! This Canada Dry one is soo good we will be buying and trying the other flavors!!!"

"I usually just buy og Canada dry and never tried any flavors 10/10 would buy. Crisp and refreshing!"

33%

NEW HHs To TM

72%

Incremental to Soda Category

Two Case Studies to Show the Breadth of our Consumer-centric Approach

INNOVATION

Canada Dry Fruit Splash



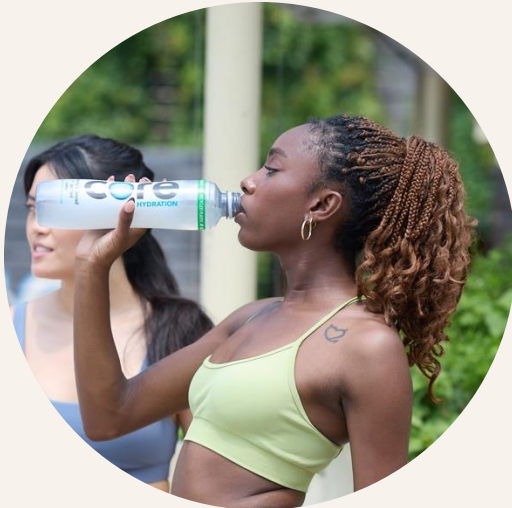
CONTENT & CREATIVE

Core Hydration x USA Gymnastics

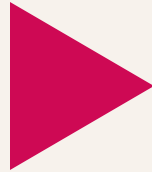


Core x USA Gymnastics

Core was looking for a genuine wellness partner

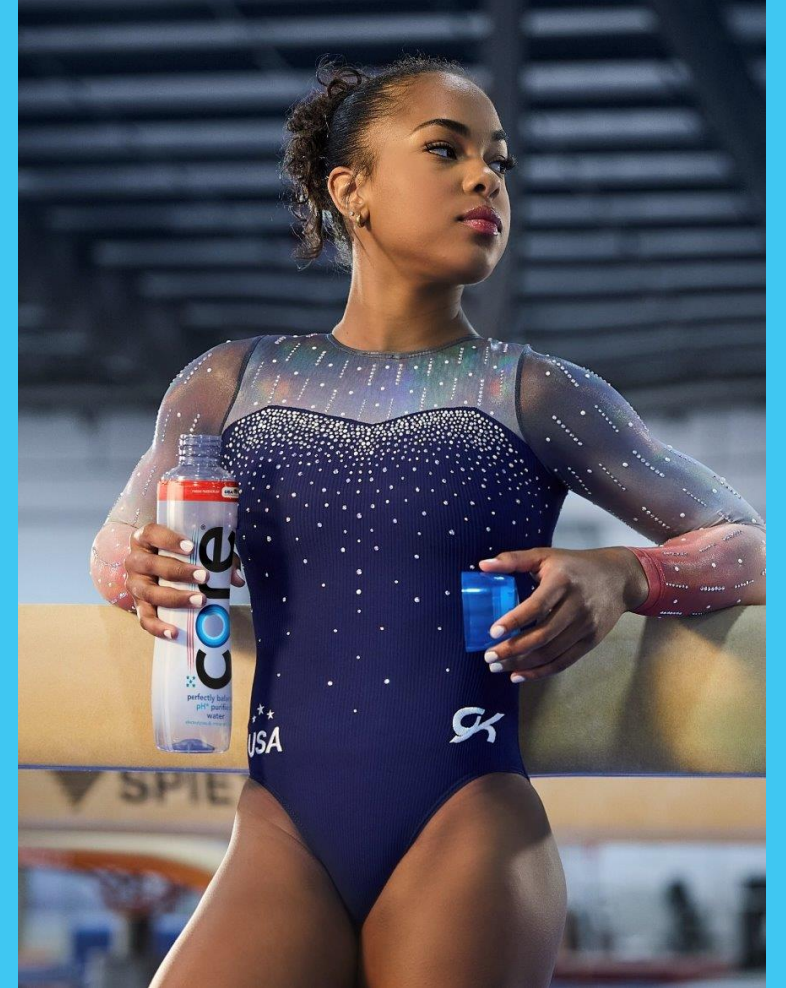


CORE CONSUMER



ACTIVITIES & WELLNESS

WELLNESS DEFINITION

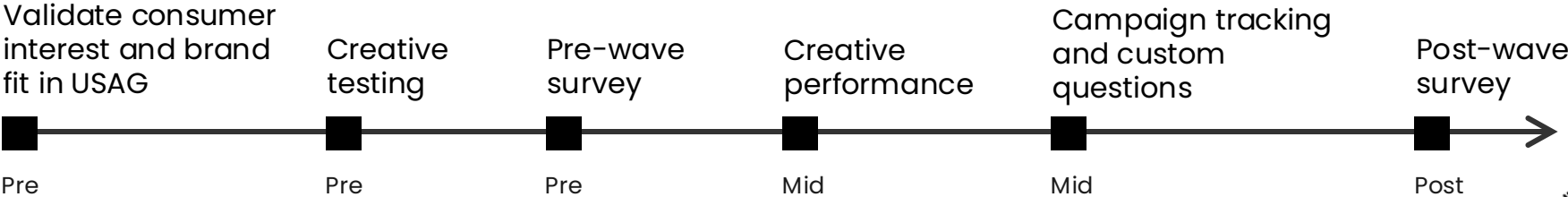


USA Gymnastics Research Approach & Methodology

We're able to better measure success of our USAG program due to early testing and tracking of this partnership



Research Overview and Touchpoints



We looked at many sports and saw gymnastics had the strongest alignment with our goals

Gymnastics rose to the top
across KPIs



Increase in Core
Consumption



Increase in
Perception



Brand Fit



Category Users are Highly Engaged
with the Olympics

Majority of category
consumers **planned to watch**
the **2024 Summer Olympics**

They anticipate watching...

Multiple events every day

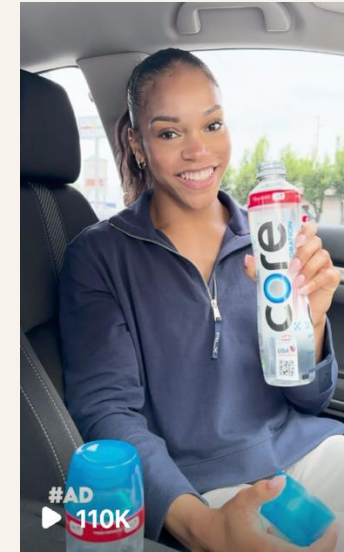
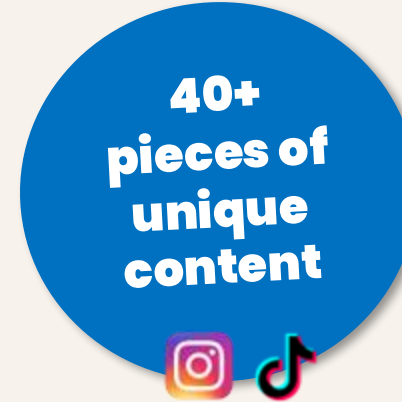


At least a few events every
other day





Brought to Life in Media and Retail



USA Gymnastics Built a Positive Association with Core

The partnership with USAG is clear to understand and connects to Core



“This partnership is a positive for both parties, as the brand is now associated with a USA team that stresses top performance and a winning attitude.”

“Cores partnership with USA gymnastics is a good thing. Core promotes a product while showing the how the athletes are hydrating with their water product.”

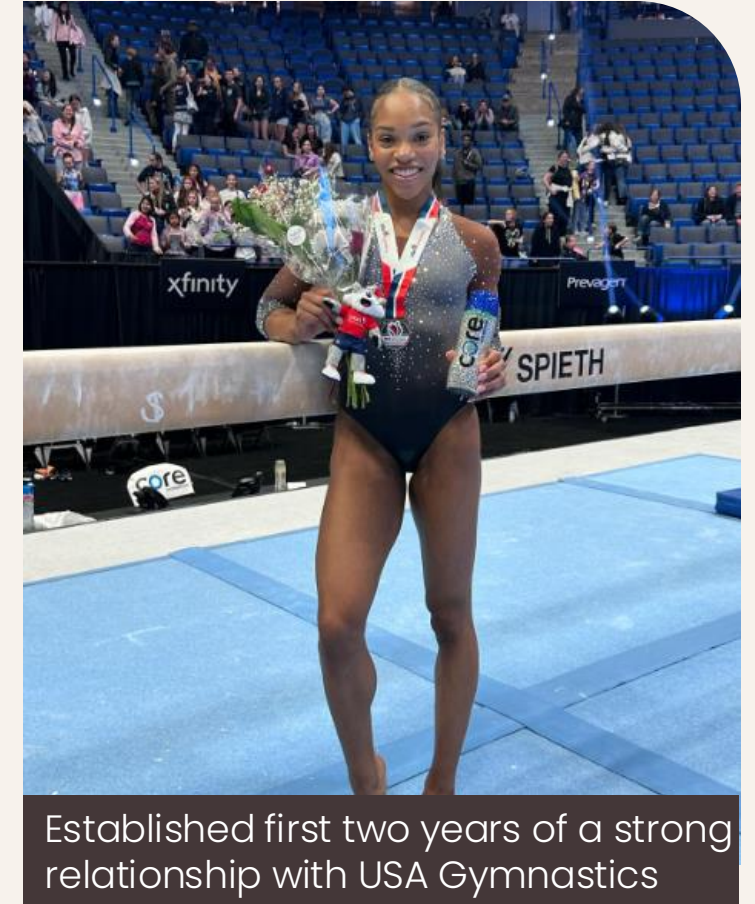
“That is a great partnership as everyone is a fan of US Gymnastics”

“This is great for the athletes, it is very important for them to stay hydrated while they practice, participate, and compete.”

“That is an expected pairing that makes sense because athletes like gymnasts need to stay well hydrated.”



Established a Strong Foundation for Holistic Wellness





Thank You!

Questions?